

**Before the
Federal Communications Commission
Washington, D.C. 20554**

In the Matter of)	
)	
Broadcast Localism)	MB Docket No. 04-233
)	
)	

To: The Commission

Reply Comments of Morgan Murphy Media

Morgan Murphy Media,¹ by counsel, submits these Reply Comments in the Federal Communications Commission’s (“FCC” or “Commission”) ongoing Broadcast Localism docket.² As noted in its Comments, Morgan Murphy Media urges the Commission not to force broadcasters to devote limited station resources toward unnecessary regulation in the name of “localism.” In its Comments, Morgan Murphy Media has demonstrated that many of the Commission’s proposed regulatory burdens – purportedly designed to promote localism – will instead undermine the extensive efforts that stations in smaller markets have made to provide local service. Local broadcasting is an expensive, technologically challenging and highly competitive enterprise. Imposing the additional burdens proposed in the NPRM will have unintended consequences. Presumably the Commission does not want to unduly increase the economic pressures on smaller market broadcasters, thereby thwarting local service with “a thousand cuts” brought by unnecessary regulation.

¹ Morgan Murphy Media includes the following broadcast stations: Television Wisconsin, Inc. (WISC-TV, Madison, WI), QueenB Radio Wisconsin, Inc. (WPVL[AM] & WPVL-FM, Platteville, WI; WGLR[AM] & WGLR-FM, Lancaster, WI; KITYX-FM, Sageville, IA), Spokane Television, Inc. (KXLY-TV, Spokane, WA); QueenB Radio, Inc. (KZZU-FM, Spokane, WA; KEZE-FM, Spokane, WA, KXLY[AM] & KXLY-FM, Spokane WA; KHTQ [FM], Hayden, ID; KVNI [AM], Coeur d’Alene, ID; KXLX[AM], Airway Heights, WA), Apple Valley Broadcasting, Inc. (KAPP[TV], Yakima, WA, KVEW[TV], Kennewick, WA), and QueenB Television, LLC (WKBT[TV], La Crosse, WI).

² *Broadcast Localism*, Report on Broadcast Localism and Notice of Proposed Rule Making, MB Docket No. 07-218 (rel. Jan. 24, 2008).

The Commission's proposed reforms, as outlined in Morgan Murphy Media's Comments, are simply unnecessary. As a leading broadcaster in small markets in Washington, Wisconsin, Idaho and Iowa, Morgan Murphy Media has, for many years, placed the local interest of its communities in the highest regard, and Morgan Murphy Media takes great pride in its efforts. Morgan Murphy Media views its stewardship of the public trust very seriously as a matter of civic responsibility not mere regulatory compliance. The Commission is ill-advised to bring undue economic pressure to bear on local broadcasters to adhere to regulatory burdens that will strain station resources and possibly have the unintended consequence of causing increased consolidation of ownership to spread the costs of regulatory compliance over larger numbers of stations.

The record reflects that Morgan Murphy Media and numerous other broadcasters have been responsive to local needs and interests. In response to the NPRM, many local residents, community groups, charitable organizations and other representatives have submitted comments to the Commission highlighting Morgan Murphy Media's effort in this area.³ For example, New Vision, the Yakima County Development Association, touts the involvement of stations KAPP(TV) and KVEW(TV) in Yakima-area community boards, service clubs and other events and states that "any additional FCC reporting requirements imposed on local television stations may impact the quality of information in a negative way, resulting in less adequate programming."⁴ The Inland Northwest Chapter of the American Red Cross ranks the KXLY Broadcast Group an "eleven" on a one-to-ten scale for customer service and community support – these stations donate time and resources to Red Cross fundraiser events and offer airtime for

³ A set of these comments, which have been filed separately in this docket, is attached as Attachment A.

⁴ See Letter of May 6, 2008 from David McFadden, President, Yakima County Development Association to Ms. Marlene H. Dortch, Secretary, Federal Communications Commission.

community alerts such as shelter openings.⁵ The Foundation for Madison's Public Schools for Station WISC-TV's "tremendous support" for local events in support of Madison-area schools and for raising visibility in the community."⁶ A Holocaust educator at Viterbo University in La Crosse, Wisconsin, applauded QueenB Television, LLC for WKBT-TV's role in providing coverage and promotion of Holocaust survivors in the community.⁷ Chambers of commerce in Fennimore and Platteville, Wisconsin have acknowledged QueenB Radio Wisconsin's efforts to promote community news and events through dedicated on-air segments, to foster community growth, to publicize charitable interests and to notify residents about school cancellations, natural disasters and special events.⁸

All and all, these local communities recognize and support Morgan Murphy Media's efforts to serve and they make clear that the Commission must be mindful of the harms it may cause to local service if it imposes unnecessary regulatory burdens in the name of "localism." The Commission's consideration of the full record in this proceeding must account for the important efforts that local broadcasters make every day. A full record also must account for the numerous independent community voices that reflect and applaud these efforts. Morgan Murphy Media urges the Commission to give due weight to all of the viewpoints in this proceeding and not to give disproportionate weight to those comments that unfairly distort and minimize the local service record and impact of broadcasters as a whole.

⁵ See Letter from Thomas Stredwick, Public Affairs Coordinator, American Red Cross, Inland Northwest Chapter to the Federal Communications Commission.

⁶ See Letter of June 2, 2008 from Martha Vukelich-Austin, President, Foundation for Madison's Public Schools to Marlene H. Dortch, Secretary, Federal Communications Commission.

⁷ See Letter of April 25, 2008 from Darryle Clott.

⁸ See Letter dated May 20, 2008 from Linda S. Parrish, Promotions Coordinator, Fennimore Chamber of Commerce to Marlene H. Dortch, Secretary, Federal Communications Commission; Letter dated May 27, 2008 from Kathy Kopp, Executive Director, Platteville Area Chamber of Commerce to Marlene H. Dortch, Secretary, Federal Communications Commission.

Conclusion

Morgan Murphy Media reiterates in these Reply Comments that the Commission must tread carefully in considering broadcast localism and must be mindful of the potential unintended consequences of its proposals. As the record demonstrates – and as the many public responses referenced at Attachment A support – broadcasters such as Morgan Murphy Media already contribute and respond to their communities in myriad ways. Thus Morgan Murphy Media must object to the NPRM’s proposals, as set forth in the Comments, as unsustainable burdens that grossly outweigh the minimal (if any) benefits to localism.

Respectfully submitted,

Morgan Murphy Media

By: /s/ Robert J. Rini

Robert J. Rini
Jonathan E. Allen
Rini Coran, PC
1615 L Street, NW Suite 1325
Washington, DC 20036
202-296-2007
Counsel to Morgan Murphy Media

June 11, 2008

Attachment A



May 9, 2008

KXLY Broadcast Group
Attn: Michelle McIntyre
500 W. Boone
Spokane, WA 99201

Dear Ms. McIntyre,

The Women Helping Women Fund is grateful to have had such a quality media partner as the KXLY Broadcast Group. KXLY has always provided exceptional programming, news and support to the entire community. They have a long history of providing essential information to the public in a responsible way. This is the reason the Women Helping Women Fund has maintained its partnership with them. Based on our experience, we do not feel it is necessary for them to provide additional proof to the FCC in regard to PSA's and support of our event and community.

Sincerely,

Kirstin Votava

Kirstin Votava
WHWF Board Member

Gail Stevenson
President
Ellie Adolphson
Past President
Trish McFarland
President Elect
Kirstin Votava
Secretary
Laurie Bigej
Co-Treasurer
Mary Cameron
Co-Treasurer

Marlene Feist
Linda Finney
Susan Gerber
Ev Hopkins
Kathleen Kozlowski
Sue Kuzma
Yvonne Lopez Morton
Anne McKeon
Pam McLaughlin
Lori Moloney
Bridget Piper
Jennifer Stucker
Peg Thomas
Marilyn Thordarson
Sima Thorpe
Lorna Walsh
Debbie Zimmerman

Mari Clack
Marcy Drummond
Vivian Winston
Emeritae

Lisa Duffley
Executive Coordinator

***The Women Helping Women Fund believes that empowering women and children creates
healthy families and vibrant communities.***

1315 North Napa Street Spokane, Washington 99202 509.328.8285
whwfund@qwestoffice.net www.whwspokane.org



**American
Red Cross**

Inland Northwest Chapter

315 West Nora Ave.

Spokane, WA 99205

509-326-3330

Fax 509-326-3336

www.SpokaneRedCross.org

Dear FCC Representatives:

My name is Thomas Stredwick and I currently serve as the Public Affairs Coordinator for the American Red Cross Inland Northwest Chapter. Our local chapter serves a geographic area over 38,000 square miles across Washington State. We are the key serve agency for those affected by disasters each year in our area. Locally we respond to a house or apartment fire every 48 hours right here in Spokane. We are also a significant player in community education and disaster preparedness. Last year we reached almost 18,000 men, women, and children in disaster education courses, and we trained almost 13,000 people in First Aid, CPR & AED (Automated External Defibrillator). Each year over 70,000 people turn to the American Red Cross because they know that we will be there, no matter what, and no matter when a disaster may occur.

The critical lifesaving mission that we perform, is made possible because of the tremendous outpouring of support from partner agencies here in town. In my time with the Red Cross, I consider KXLY television and radio to be one such partner. They have consistently demonstrated what it means to be in the community and have a vested interest in the success of service organizations such as ours. Recently KXLY donated their time and resources through their "Extreme Makeover" Program. Because of their donation to us, we now have an inviting and warm entrance and conference room area where we can support families whose lives have been devastated by disasters such as fires or floods.

On a regular basis, KXLY donates their time and resources to our major fundraiser events that we hold each year. One of our most successful events features local firefighters modeling clothing. The proceeds of this event go directly to local disaster relief services. Within this event specifically, KXLY lends their morning news anchor, Leslie Lowe, who serves as the emcee of our event. They also donate monetary support to the event, which raises thousands of dollars; all of which go right back to our community.

On a smaller, but just as significant level, KXLY is consistently there offering air- time in the event that we need to alert the community of a shelter opening for residents who need a warm place to stay when the power is out. They are also more than helpful in placing news releases & educational information on their television station, web site, & radio stations. On a scale of one to ten, I would rank KXLY as an *eleven* as far as customer service and community support is concerned. They demonstrate what it means to invest in the community & pay-it-forward. Through their donation of human resources, talent, money, air time, and kindness, our humanitarian mission thrives here in the Inland Northwest. Without their support we would not be the success story that our community knows us to be. I am proud to have them in our community and believe that they are a picture of integrity and compassion, something to be celebrated in the times that we live in.

Sincere Regards,

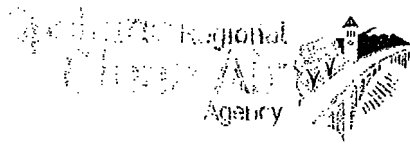
Thomas Stredwick
Public Affairs Coordinator
American Red Cross
Inland Northwest Chapter
(509) 326-3330 Ext. 218
(509) 990-0969 Cell
stredwickt@spokaneredcross.org

The programs of the American Red Cross are made possible by voluntary services and financial support of the American people.



A United Way
Member Agency

Turn Your Compassion Into Action
Volunteer Get Trained Donate



April 30, 2008

I am the Public Information Officer for the Spokane Regional Clean Air Agency. Our agency administers federal, state and local regulations throughout Spokane County. We serve a population of over 460,000 residents. We register and conduct inspections at over 600 commercial and industrial facilities to ensure they are meeting the requirements of their air quality permits. We are also responsible for monitoring air quality and reporting current and forecasted air quality conditions to the public. Air quality information is important to our residents, particularly those who are most adversely affected by pollution: the young, elderly and those with existing lung and heart conditions.

KXLY-TV is an extremely vital partner in helping us raise awareness among our residents about air quality, related health messages, and individual actions to improve air quality. The station reports the Air Quality Index during some newscasts, they conduct regular interviews with us and our partners on a variety of seasonal air quality and weather-related issues in our community. Topics include wood smoke/burn bans; wildfire smoke, asbestos, ozone, etc. In addition to the regular news coverage on KXLY, the station also partners in many other ways. Over the last 10-15 years, we have produced several series of 30-second PSAs with KXLY. Often these PSAs feature their meteorologist, which adds enormous credibility to our messages. Though we typically run a paid schedule, the station always provides tremendous value-added to our schedule, including matching spots, reduced or free production, securing community partners, and links from their website to our agency's website. Additionally, KXLY lists our community events, such as the Car Care Fair, in their community calendars.

Our agency, and the community we serve, has benefited from effective working partnership with KXLY and for their responsiveness to the needs of our community.



Junior Achievement of
the Inland Northwest, Inc.
421 W. Riverside Ave., Suite 702
Spokane, WA 99201-0410
Phone: (509) 624-7114
Fax: (509) 456-7465
Email: info@jaspokane.org

Friday, May 02, 2008

Michelle McIntyre
Public Affairs Coordinator
KXLY
500 West Boone Avenue
Spokane, WA. 99201

Dear Michele,

On behalf of Junior Achievement of the Inland Northwest and the 10,000 students we serve, we would like to thank everyone at KXLY for their continued passion with our community. One of our biggest challenges we face each year is JA awareness. KXLY has provided JA a strong awareness campaign this school year. Thank you to the many individuals at the station for their continued investment with youth in our community. This year has been a special year for JA of the Inland Northwest and we could not have reached our goals without the team at KXLY. Diane Cortez with KXLY serves on the JA Board of Directors; this she has taken our organization to a whole new level. Diane's passion with JA and her community began many years ago. Over the years she has been a mentor and positive role model and demonstrated to her peers and students the importance of being passionate with what you believe in and how people can make a difference.

The recognition and awareness of JA and the purpose of our programs is really due to the amount of advertising we have received from KXLY Radio and Television this year. This recognition would not be possible without the dedicated team at the KXLY. Due to the stations passion with JA and youth, the PSA's they ran will help provide economic education to additional youth in Spokane and the surrounding communities opening their minds to their full potential.

2007-08 Highlights with KXLY

Broadcast Media Sponsor Business Hall of Fame & Life's Golden Ticket

In February, JA created a new special event with a Motivational Speaking Series. Life's Golden Ticket with book author Brendon Burchard. This was an exceptional evening of a networking revolution when local businesses and students from Gonzaga, Washington State, Eastern Washington, Whitworth and the Community Colleges of Spokane get together! KXLY interviewed Brendon Burchard on the radio and television the morning of the event adding awareness. During the event they provided live coverage with additional interviews. The coverage with the commercial was prime time and exposure JA received was amazing. In fact our worldwide organization has asked how we created this media sponsorship to receive coverage during prime time. We were able to pay KXLY \$5,000 thru the Title Sponsorship with Washington Trust Bank. What a return on our investment we received \$22,000 in advertising.

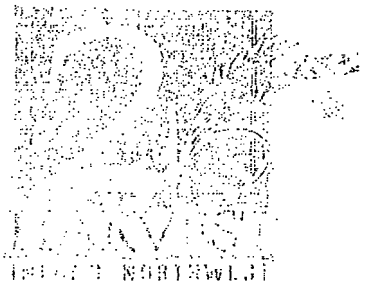
To date KXLY has ran our Hero PSA 215x and the Economics for Success 189x. The total advertising value of \$11,880.00 Our PSA's sever an important purpose of getting the word out to our community and informing people of the value of JA. This would not be possible without the strong partnership with KXLY.

In April we held the Business Hall of Fame honoring Paul Redmond, and Dr. Samuel Selinger. The keynote speaker was Scott Bedbury book author of a new brand world. Mark Peterson was our emcee for the second year. His passion stems with JA from being involved when he was in high school. This event was established by Junior Achievement of the Inland Northwest in 2000. The purpose is to celebrate the lifetime accomplishments of the regions most distinguished business leaders, both past and present. JA paid KXLY \$2,500 and the return on investment was close to \$7,000 in advertising running the commercials with the keynote speaker and laureates.

In closing, as President of JA of the Inland Northwest I would like to thank the entire family at KXLY - ABC for being responsive to the needs of our community. Everyone involved is making our city to be a better place to live, work, and play.

Most Sincerely,
Sue Ellen Seefried - President

Let Their Success Be Your Inspiration!



May 1, 2008

Federal Communications Commission
445 12th Street SW
Washington DC 20554

Dear Sirs,

I am the Director of Donor and Community Relations for Second Harvest Inland Northwest. Second Harvest serves as the central distribution that provides food to over 300 partner charities throughout 21 counties in Eastern Washington and 5 counties in North Idaho.

Each month we distribute over one million pounds of food to help feed over 48,000 people who visit our network of food banks and meal centers. Throughout the year our organization holds special events and food drives to help spread the word on the need to help feed hungry people.

KXLY has been instrumental in working with Second Harvest in sharing our information through TV and radio and how the community can assist. During the past year the station has aired many public service announcements that have included: two community food drives in partnership with a major grocery store retailer; TV and radio PSA's for a food drive held in conjunction with the Regal Theatre chain; and radio PSA's for a food drive held in partnership with the National Association of Letter Carriers.

Moreover, the station has aired several newsworthy stories that have shared information about clients that utilized food banks and the challenges our organization is facing in light of rising freight and food prices.

Second Harvest has an excellent working relationship with KXLY that helps us reach the community we serve and share our mission. Station personnel should not have to provide additional proof to the FCC about the responsiveness of its local programming, emergency broadcasts, PSA's and community sponsorships. Additional reporting should not be necessary because the station is already responsive to the needs of our community.

Sincerely,

A handwritten signature in black ink that reads "Rod M. Wieber". The signature is fluid and cursive, with a long horizontal line extending from the end.

Rod M Wieber
Director of Donor and Community Relations
(509) 252-6259 • rwieber@2-harvest.org

Vanessa Behan crisis nursery

April 30, 2008

Dear Federal Communications Commission Board,

I am pleased to write this letter of support for KXLY Television. KXLY Television has been a wonderful support to the Vanessa Behan Crisis Nursery over the years and it is a privilege to give back in some small way.

The Vanessa Behan Crisis Nursery is a local non-profit agency dedicated to the prevention of Child Abuse and Neglect. Over 26-years ago a child named Vanessa Kay Behan died from child abuse related injuries. During the autopsy untreated fractures were found, along with cigarette burns, evidence of hair pulling and twisting and her ultimate death was charged to a ruptured bowel from a severe blow to her stomach. While this tragedy was devastating to the Spokane community, a local business vowed to make a difference. And what a difference he made. 21-years after the first child came to the Nursery, we have cared for over 52,000 children. The Nursery cares for children birth through age six while parents are supported through any type of crisis that might affect their ability to parent.

The Vanessa Behan Crisis Nursery has been fortunate to have a long-term partnership with KXLY Television for many years. Below is a list detailing the many ways KXLY Television has provided support to the Nursery.

- Media sponsorship of the Pumpkin Ball, a black-tie gala that benefits the Vanessa Behan Crisis Nursery and Sacred Heart Children's Hospital;
- Provided media coverage of fundraisers and special events;
- Provided media coverage to educate the community on our services;
- Produced numerous video's to support fundraising events and community awareness opportunities;
- Produced PSA's;
- Supported Child Abuse Prevention (CAP) day for many years, providing wide media coverage of services, mission and family stories;
- Support of many fundraisers by providing staff to either cover events or volunteer at events;

- Recipients of Media Award at our Annual Awards and Recognition Dinner in 1994, 2000, 2004 and 2007 for their efforts to go above and beyond to support and spread the message of the Nursery via their medium specialty;

It is through these and numerous other efforts that the Nursery and KXLY have forged such a great relationship. The staff at KXLY Television has always been a delight and we feel fortunate to be on the receiving end of their generosity. Through this partnership, we continue to reach people in the community about the services and mission of the Vanessa Behan Crisis Nursery.

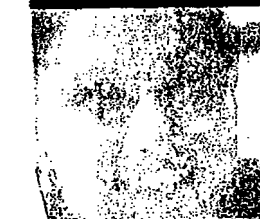
With sincerest gratitude,

Amy Swanson

Amy Swanson, MSW
Executive Director



Girl Scouts



Building Girls of Courage, Confidence & Character

I am the director of fund development for the Girl Scouts of Eastern Washington and Northern Idaho.

At the end of our last fiscal year in September 2007, our total membership was 8,281 girls and 2,597 adults. For the past 75 years, Girl Scouts has delivered relevant leadership development program to girls throughout eastern Washington and northern Idaho, through neighborhood groups, after-school activities, summer camp, and partnerships with other youth-serving organizations.

Girl Scouting builds girls of courage, confidence, and character, who make the world a better place. A direct product of this mission, woven through everything a girl experiences in Girl Scouts, is leadership development. "In Girl Scouts, leadership isn't just about building future leaders – it's about building girl leaders for today" (Kathy Cloninger, CEO, Girl Scouts of the USA). Girl leaders have been at the heart of Girl Scouts since its founding in 1912. Girl Scouts is the organization best positioned to offer girls the tools they need to be successful leaders now and throughout their lives. In study after study, it is clear that girls involved in Girl Scouts are more likely to lead healthy, successful lives as they develop self-confidence, social skills, respect for others, strong values, concern for community, and teamwork.

Girl Scouts is a girl-focused organization committed to providing a safe environment where girls age five through 17 can grow in courage, confidence, and character. In an atmosphere of fun and friendship, Girl Scouting prompts discovery, encourages leadership, and drives girls to take action in their own lives and for the benefit of their communities.

Imagine growing up with confidence and courage . . . where you feel safe to express yourself . . . where you are connected to a special group of friends. Imagine having the time of your life doing things you never even knew you were capable of doing. You can do all these things, in Girl Scouts. Girl Scouts empowers girls to find their voices, take action, and make the world a better place. Fun, friendship, and adventure – that's today's Girl Scouts!

We have a unique program center here in Spokane that is the result of a \$3.2 million capital campaign. The Program Center houses a full-size gymnasium for basketball and volleyball, a full teaching kitchen, arts and craft room, computer room, volunteer resource room, a 52-bed youth hostel, a new council store, as well as executive and staff offices.

Girl Scouts
Eastern Washington
& Northern Idaho

1404 N. Ash
Spokane, WA 99201

509.747.8091
800.827.9478
Fax: 509.624.0466
www.gsewni.org

Service Centers located in:

Coeur d'Alene • Lewiston • Sandpoint • Tri-Cities • Yakima

The 3rd and final phase of the campaign was to complete the landscaping and fencing project, which would not only provide a safe, secure place for the girls, but also beautify the neighborhood (one of the lowest per capita income neighborhoods in the state of WA). We had a preliminary design and had raised some of the money it would take, but had a long way to go. Our board chair submitted a nomination form to KXLY's Extreme Team in October of 2007 to ask for their help.

ABC launched a new reality series in March of '08 called "Oprah's Big Give." KXLY pitched the Girl Scout request to ABC. The show was a huge success and, in the spirit of that show, ABC gave KXLY ABC 4, the local ABC affiliate, \$10,000 to help the Girl Scouts of Eastern Washington and North Idaho. KXLY 4, through their Extreme Team, to help the Girl Scouts finish the landscaping project. The \$10,000 donation from ABC was just a starting point.

On Wednesday, March 19th, The KXLY 4 and Sullivan Homes Idaho's Extreme Team surveyed the Girl Scouts proposed landscaping and fencing project in West Central Spokane. The goal was to "makeover" a large parking lot and, in its place, create a permanent fenced-in area that would include an enclosed courtyard between the main building and their overnight hostel.

KXLY raised an additional \$5,097 + in cash and engaged vendors from the community to donate time, labor, materials, equipment, etc.

On Friday April 11th the preliminary work began. Then Monday April 14th the project really began. KXLY had on-air coverage from our parking lot all week and the ended the week with a live reveal ½ hour show on Sunday April 20th. The entire project cost around \$150,000 and now our girls do have a safe, secure haven that is also beautiful.

Our organization has had a wonderful and effective working relationship with the station on many levels. In addition to this latest 'Project Oasis', they have helped us out on numerous other occasions, especially by sharing our stories with our community.

I do not believe that any additional reporting should be required of this station as they more than respond to and meet the needs in our community.

Sincerely,

A handwritten signature in cursive script that reads "Bobbie".

Bobbie Domonouski
Director of Fund Development
Girl Scouts of Eastern Washington and Northern Idaho



Hospice of Spokane provides specialized medical, counseling, and spiritual support to people who are nearing the end of life's journey. We serve the terminally ill and their loved ones in Spokane, Stevens, Ferry and Pend Oreille counties in Washington state. We serve anyone of any age who is nearing the end of life. In 2007 we served more than 1,100 individuals and their families.

Our team includes more than 140 individuals, most of whom are nurses, social workers, nurse aides, chaplains, and bereavement counselors. Along with administrative support staff, our care teams' work is augmented by more than 250 volunteers who help our patients with everything from light housework to transporting visiting family to sitting with them when death is imminent in order to ensure no one dies alone.

KXLY has helped Hospice of Spokane spread the word about hospice services in several ways. Their news team helped us educate viewers about our new hospice house (opened in November of 2007) and the role it fills in our community's care network. They also listed our Scramble for Hospice golf event on their website community events calendar. Additionally, they regularly match our paid advertisement placements with valuable PSAs which help boost awareness of hospice services in our community, and how listeners and viewers can connect with hospice care.

The KXLY group has always responded in a reasonable manner to our requests for help during my tenure at Hospice of Spokane. Additionally, I've never heard any of my peers at other community organizations say otherwise about their own experiences with KXLY.

Thank you for your thoughtful consideration.

Sincerely,

Dale Hammond, APR
Director of Development & Communications

121 South Arthur St.

PO Box 2215

Spokane, WA 99210

Phone 509.456.0438

Toll-Free 888.459.0438

Fax 509.458.0359

TDD# 509.458.6889

info@hospiceofspokane.org

www.hospiceofspokane.org



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May 1, 2008

Michelle McIntyre
Public Affairs Coordinator
KXLY
500 West Boone Avenue
Spokane, WA 99201

Dear Michelle:

I am writing this letter on your behalf in reference to the work we have done with KXLY.

I would like to share with the FCC about how well KXLY news programming has assisted in sharing our message and helping to increase awareness about the Spokane Guilds' School & Neuromuscular Center. KXLY provides a vital role in the local community by providing local nonprofits like ours the opportunity to share our upcoming events, airing news worthy stories and public service announcements.

The Spokane Guilds' School & Neuromuscular Center has been treating young infants and toddlers, from birth to three, with developmental disabilities and providing support for their families since 1960. Over 200 children are served annually without regard to race, gender, religion or the ability to pay.

The Spokane Guilds' School is a charitable 501(c)(3) organization, dependent upon financial support from the community. Through the community support we are able to provide care for young children with developmental disabilities or delays. With inadequate governmental funding sources, the School's ultimate goal is to become financially self-sustaining.

Spokane Guilds' School & Neuromuscular Center Mission is:

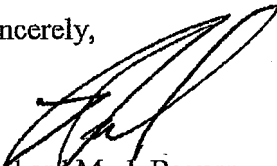
We believe in the worth of every individual and their right to a meaningful life. Our purpose is to nurture the full potential of families and their children, from birth to three, with disabilities. We do this through a personalized, comprehensive program of assessment, therapy, education, and support.

In an effort to fulfill our mission we believe that it is imperative to make the public aware of the Spokane Guilds' School & Neuromuscular Center and what we do. Therefore, we have developed PSAs that are currently airing on KXLY and KXMN television stations. Also, the Spokane Guilds' School Penny Drive was on the Community Calendar that serves KXLY TV, My TV KXMN, KXLY AM920, Spokane's River 99.9, Wired 96.9, 92.9 ZZU, ESPN Radio AM700, The Mighty 1080 AM and Rock 94 1/2. KXLY aired the Penny Drive multiple times throughout the Kids Programming on Saturday, April 26, 2008, 6am-12pm and on the Kids Community Calendar.

By having KXLY include our events on its community calendar, regularly air PSA's, and provide coverage of our events has it has helped to educate the public and raise awareness of the Spokane Guilds' School & Neuromuscular Center and our mission. Our organization has an effective working relationship with KXLY which helps us serve the public.

Station personnel should not have to provide additional proof to the FCC about the responsiveness of its local programming i.e. local news, emergency broadcasts, PSA's and community sponsorships. Additional reporting is not necessary because KXLY is already responsive to the needs of the community.

Sincerely,

A handwritten signature in black ink, appearing to read 'R. Boysen', written over a horizontal line.

Richard Mark Boysen
Executive Director



May 6, 2008

Michelle McIntyre
KXLY Broadcast Group
500 W. Boone
Spokane, WA 99201

Dear Ms. McIntyre,

KXLY effectively communicates Spokane Hoopfest Association, Spokane AAU Basketball and Midnight Basketball Association messages to the public. Specifically, over the past few months we have had severe winter weather conditions and we relied on the personnel and services of KXLY to communicate important information to the thousands of participants in the Spokane AAU basketball program in a timely fashion. Due to their highly effective and responsible actions in response to our needs, we feel do not feel that additional FCC reporting is necessary.

Thank you for your continued support of Spokane Hoopfest Association.

Sincerely,

Kirstin Votava
Marketing Manager



INTRODUCTION

It seems like there's hype *everywhere*. Everything's the biggest, or best, or new and improved. Sure it is. Well, there's something pretty special going on in the streets of Spokane each year during the last weekend in June. Hoopfest – the largest basketball tournament of its kind anywhere – is a community festival unlike any other. The volunteers and staff of Hoopfest are very proud of what's been accomplished so far, but as always, that pride is secondary to a deep commitment to constantly improve, to make the event better by drawing our community even closer together.

What makes Hoopfest distinctive? It's a unique combination of city support, volunteerism at its best, an unbeatable location, dedicated staff, loyal players, and supportive sponsors. Hoopfest isn't just an event; it's a feeling, an experience that captures the interest, attention, and heart of our community. It's moms and grandpas running from one game to another. Youngsters forgetting to dribble the ball. Adults driving to the hoop like the glory days of high school. Families and friends together - laughing and sometimes crying – but being together. A representative from Team Alabama, a long time participant and one of Hoopfest's elite teams, said, "Spokane Hoopfest is the best tournament we have participated in...We have played 3-on-3 basketball in over 40 major cities and Spokane is tops on our list."

In 2007, Hoopfest hosted 6,120 teams and over 24,000 players with the generous help of 3,000 volunteers. Since our inception in 1990, this enormous participation has enabled us to donate over \$1,000,000 to area charities such as the Special Olympics, East Region. In fact, a representative from Special Olympics said, "It is indeed the spirit of achievement that gives the athletes of Special Olympics Washington a lifetime of hope and dreams. These dreams become reality with Hoopfest's support and commitment to making a difference in the lives of individuals with disabilities." Thousands of players with disabilities have participated in Hoopfest for free – since inception we have never charged an entry fee to teams playing in the Special Olympics, Unified, or Wheelchair divisions. We have also built or renovated eighteen basketball courts in local neighborhoods giving our kids the opportunity to play year-round. When Hoopfest won the 2003 Agora Award for business excellence in the nonprofit category, judges noted that Hoopfest "has created an operations model of perfection that serves as a benchmark for perseverance and ingenuity for nonprofits and for profits alike."

Hoopfest also has a large effect on Spokane's economy. Figures obtained through independent survey work spearheaded by Dr. Scott Bozman, a professor at Gonzaga University, reflects an attendance of 200,000 and an economic impact of 30 million dollars. One of the Nike product testing team members summed it up best when he said, "We were overwhelmed by the number of people here. Hoopfest is the best place in the country for us to product test."

The Spokesman-Review has reported that Hoopfest weekend is one of the few times that Spokane celebrates diversity, reporting that, "No other event appeals to such wildly diverse participants – ethnically, socially, economically."

Why Hoopfest? Herbert Girardet, author of New Directions for Sustainable Urban Living, says, "Cities must become places for children again: where streets are safe enough to play; where green spaces let them experience nature; where it is a pleasure for them to spend their lives." We hope you agree that Hoopfest brings out the child in all of us!

ADDITIONAL HOOPFEST INFORMATION

Following is data on Hoopfest, such as 2007 tournament demographics, charitable donations summary, outdoor courts built, historical participation data, and future dates.

2007 Tournament Demographics

Team Entries Comparison

Adult male	2,243	37%
Adult female	211	3%
High school male	823	13%
High school female	324	5%
Youth male	1,078	18%
Youth female	599	10%
Family	146	2%
Special Olympics/Unified	44	1%
Wheelchair	19	1%
Co-ed	<u>633</u>	<u>10%</u>
Total	<u>6,120</u>	<u>100%</u>

Player Residence Summary

Spokane County	11,817	49%
Western Washington	4,422	18%
Eastern Washington	3,235	14%
Idaho	2,421	10%
Montana	1,231	5%
Oregon	500	2%
Other States	<u>563</u>	<u>2%</u>
Total	<u>24,189</u>	<u>100%</u>

In 1990, 512 teams made up of 2,009 players competed in the first Hoopfest tournament.

In addition to the players, 175,000 spectators come downtown for Hoopfest.

Spokane Hoopfest relies on 3,000 dedicated volunteers.

Charitable Donations

Spokane Hoopfest Association has donated over **\$1,000,000** to charitable organizations, with special emphasis placed on Special Olympics and an outdoor court construction program throughout the community. The recipients of Hoopfest's charitable donations include:

Washington Special Olympics, East Region
Spokane Area Outdoor Basketball Court Program
St. Luke's Rehabilitation Institute
YWCA
YMCA
Spokane Parks & Recreation Department
Spokane Public Schools: Midnight Basketball
Chase Youth Commission
East Central Community Center
West Central Community Center
Libby Teen Center
National Junior Disability Championships
Boys & Girls Club of Spokane
Spokane Regional Sports Commission
Inland Northwest Sports Hall of Fame
Confederated Tribes of the Colville Reservation
Lakeland Village
Spokane Regional AAU Basketball
Reconciliation Rwanda
GSL All Star Team
N.A.T.I.V.E. Project
Active4Youth
American Diabetes Association
The Arc of Spokane
Spokane Women's Basketball Board
Inland Empire Basketball Officials Association
Daybreak
Senior Assistance Fund of Eastern Washington
Spokane Parks and Recreation Foundation

Community Basketball Courts Built

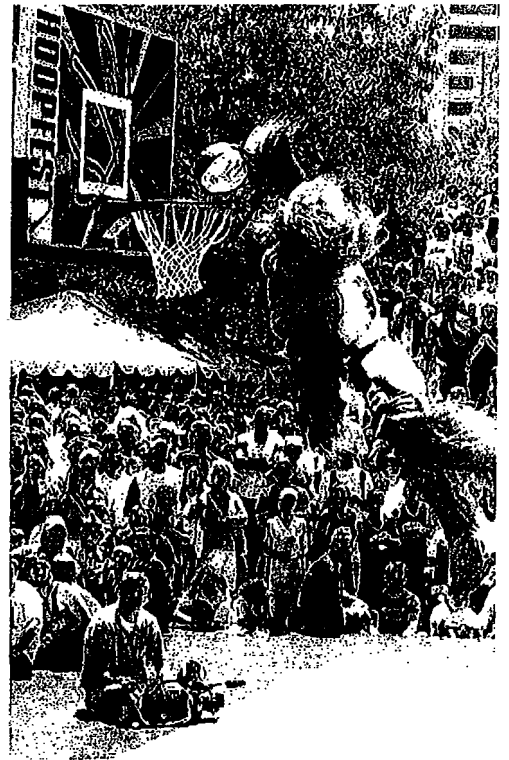
Harmon Park	Andrew Rypien Field
Chief Garry Park	Whittier Park
Comstock Park	Town of Fairfield
Thornton Murphy Park	St. Patrick's School
Grant Park	M.E.A.D. Alternative School
Heath Park (two courts)	Shaw Middle School
Audubon Park	City of Clarkston
Ben Burr Park	City of Reardon
Mirabeau Point	Spokane Boys & Girls Club

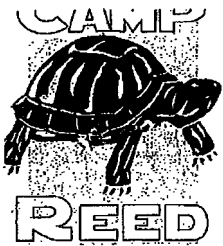
Hoopfest Over the Years (1990 – 2007)

Year	Event Dates	Players	Teams	Courts
2007	June 30 & July 1	24,189	6,120	389
2006	June 24 & 25	24,082	6,175	392
2005	June 25 & 26	24,112	6,165	396
2004	June 26 & 27	23,916	6,120	395
2003	June 28 & 29	24,677	6,245	397
2002	June 29 & 30	23,808	6,010	378
2001	June 30 & July 1	22,574	5,622	352
2000	June 24 & 25	21,445	5,425	339
1999	June 26 & 27	20,606	5,231	330
1998	June 27 & 28	18,796	4,765	300
1997	June 28 & 29	17,857	4,526	283
1996	June 24 & 25	15,420	3,903	244
1995	June 29 & 30	14,248	3,635	216
1994	June 25 & 26	12,030	3,067	202
1993	June 26 & 27	8,955	2,307	150
1992	June 27 & 28	6,525	1,683	112
1991	June 29 & 30	3,962	1,016	78
1990	June 30 & July 1	2,009	512	35

Hoopfest Future Dates

June 28 & 29, 2008
June 27 & 28, 2009
June 26 & 27, 2010
June 25 & 26, 2011
June 30 & July 1, 2012
June 29 & 30, 2013
June 28 & 29, 2014
June 27 & 28, 2015
June 25 & 26, 2016
June 24 & 25, 2017
June 30 & July 1, 2018
June 29 & 30, 2019
June 27 & 28, 2020





May 1, 2008

To Whom It May Concern:

My name is Lisa Vogt and I am the Executive Director of YMCA Camp Reed in Spokane, Washington. I am writing to let you know about YMCA Camp Reed and our experience with KXLY over the past several years.

1) YMCA Camp Reed

YMCA Camp Reed was established in 1915 and is located 30 miles north of Spokane, Washington. We began with a land grant of 13 acres from Frank and Emma Reed who were said to be a "very generous couple concerned with the welfare of children". Today Camp Reed owns over 550 acres on beautiful, yet hidden, Fan Lake. We are a traditional camp in a wilderness setting that serves children from a broad base of socioeconomic and culturally diverse backgrounds. We serve over two thousand campers each summer including mini campers (ages 6-8), traditional campers (ages 8 - 14), counselors in training (ages 15-16) as well as junior counselors who serve as volunteer staff (ages 16-18).

Camp Reed is a place that allows a "kid to be a kid", experience life in the beautiful outdoors, and the opportunity to learn from our excellent staff and rich program activities. Our staff strives to make sure that each child feels special and comes away with the values and experiences that they may treasure for a lifetime. Each year we ask families of our campers to completely evaluate our program so that we can improve. For the past 5 years, our local publication The Inlander Magazine Readers' poll has voted Camp Reed the "Best Camp for Kids" in our area for the past six years straight. Our programs for the summer sell out and we often have waiting lists for children to attend.

We are very fortunate to be able to offer a scholarship program that allows low income children to attend who have never had the opportunity to experience the beautiful outdoors and traditional outdoor activities that are available at camp. Last year we had the privilege of providing more than three hundred scholarships to assist children in attending camp. At camp, we offer specialized unit teaching in the areas of swimming, boating, arts & crafts, archery, mountain biking, canoeing, hiking, as well as a myriad of other just plain fun activities. It is not uncommon to have children come to camp that have never hiked in the woods, slept out under the stars or learned how to build healthy relationships with peers and adults. In addition to fun, we seek to install real and lifetime values such as appreciation for the outdoors, friendship, and the confidence that comes from trying new activities or adventures.

The counselors at camp are truly outstanding and create an environment where positive behavior is encouraged and reinforced. Through teaching by example, our leaders encourage campers to practice the YMCA core values of honesty, respect, responsibility and caring. This focus on positive character development values builds confidence, character and a sense of community that lasts well beyond their time at camp.

2) KXLY has helped Camp Reed advance our mission of service to the children and families of our community.

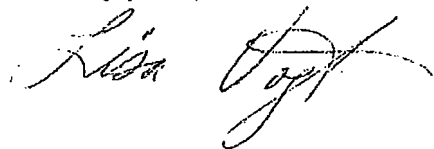
KXLY has been incredibly supportive to Camp Reed over the years, here are just a few highlights:

- KXLY has been a **corporate sponsor** to our annual auction which raises funds for us to provide scholarships, advance program development and improve our facilities.
- KXLY regularly airs **news stories** concerning issues of importance to our organization and our mission.
- KXLY is scheduled to visit our camp in June for **several days of filming** to help us promote our scholarship programs and outdoor experiences for children.
- KXLY regularly airs **PSA's** concerning issues of importance to our organization and its mission and regularly airs PSA's we provide.
- KXLY has also spent countless hours helping us with **editing and development** of PSA's. They also provided extra copies to provide to other broadcasters which was very much appreciated.
- KXLY provided outstanding **coverage of our event(s)/mission** thus educating the public and raising awareness of our mission.

In conclusion, Camp Reed has a very positive and effective working relationship with KXLY that helps us serve the children and families in our community. From our review of the situation it does not seem necessary that station personnel should have to provide additional proof to the FCC about the responsiveness of its local programming. In short, additional FCC reporting requirements do not seem to be necessary and would take time away from KXLY's availability to reach those in the public and non-profit sectors.

Please do not hesitate to contact me if I can provide you with any additional information or answer any questions.

Sincerely yours,



Lisa R. Vogt
Attorney at Law
Executive Director
YMCA Camp Reed



*Working Together Toward
Safe Communities
Free From Substance Abuse*

Greater Spokane Substance Abuse Council's (GSSAC)

Prevention Center

8104 East Sprague Avenue
Spokane Valley, Washington 99212

Phone 509-922-8383 Fax 509-922-7716
www.gssacpreventioncenter.com

May 5, 2008

Michelle McIntyre
Public Affairs Coordinator
KXLY
500 West Boone Avenue
Spokane, Wa 99201

Dear Michelle,

As the Community Outreach Coordinator of the Greater Spokane Substance Abuse Council's, Prevention Center I have worked closely with the team at KXLY TV to support our mission of reducing substance abuse and violence in Spokane County.

We serve over 500,000 citizens in Spokane County and provide outreach to all Eastern Washington Counties with a focus on strengthening and supporting families and thereby children. By educating the community on the substance abuse trends and their adverse impact on families we center our work on quality "best practices" that have proven to positively influence long term change that supports a common community goal of fostering positive attitudes and behaviors.

KXLY has regularly supported our efforts by:

- Airing Public Service Announcements-continuing
- Posted community events on the calendar, including The Kids Community Calendar; East Central Town Hall Meeting and West Central Family Night Out both focused on strengthening families
- Mark Peterson hosted the Annual Art of Recovery 2007 and will host again in September 2008
- Mike Fitzsimmons Radio Event on Meth Awareness in Spokane County -2007
- Local News AM Interviews with Lee Lingard Meth Awareness and Lynn Soderquist regarding Art of Recovery
- Promoting Meth Watch Retailers Luncheon May 21, 2008
- Media coverage of Spokane Drug Paraphernalia Ordinance Passed March 2008
- Our Kids Our Business coverage and collaboration supporting families and children

We consider our working relationship with KXLY to be one of partnership, exemplified by the focus on serving the population of Spokane County by employing influence to positively impact families.

Sincerely,
Lynn Soderquist
Community Outreach Coordinator



May 6th, 2008

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street SW
Washington DC 20554

Dear Ms. Dortch:

New Vision, the Yakima County Development Association, is concerned that the Federal Communications Commission (FCC) is considering onerous and complex new regulations to ensure that local broadcasters operate in the public interest. We appreciate the FCC's ongoing interest in this area but feel our local television stations are doing an excellent job of covering key local issues.

We are a non-profit corporation created to enhance the income and employment stability of the local economy. Local stations like KAPP-KVEW cover local business and economic issues routinely and our organization benefits tremendously from this coverage. KAPP-KVEW also routinely produces public service announcements about New Vision and our work within the region. These spots help by raising our organization's image and educating the public about our ongoing work.

In addition to helping our organization, our region's television stations are heavily involved in the community. Station managers sit on community boards, participate in service clubs, and exhibit interest in wide ranging local issues. Staff and management at these stations work effectively to provide stories and promote the public interest. New Vision feels that any additional FCC reporting requirements imposed on local television stations may impact the quality of information in a negative way, resulting in less adequate programming. In light of our comments, we hope you consider the need for new regulations very carefully.

Sincerely,

David McFadden
President

FAX 509-575-1508

509-575-1140

Yakima, Washington 98907-1387

P. O. Box 1387

**United Way
of Yakima County**

116 South 4th Street
Yakima, WA 98901
tel 509.248.1557
fax 509.248.4422
www.unitedwayyc.org



May 5, 2008

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th St. SW
Washington DC 20554

Ms. Dortch,

United Way of Yakima County has been raising and distributing funds to community organizations for over 50 years. We partner with some 60 human service agencies and programs to make sure people get help for challenges affecting their lives.

Local broadcasters have produced local videos raising awareness and PSAs to highlight events. In addition, these same companies annually provide volunteers and financial support.

We have a very strong relationship with these groups and feel additional FCC reporting requirements are not necessary. The leadership of our stations is very accessible to our community.

Sincerely,

A handwritten signature in black ink, appearing to read "Lance Stephens".

Lance Stephens
President

April 24, 2008

Ms. Marlene H. Hortch
Secretary
Federal Communications Commission
445 12th Street SW
Washington, DC 20554

Dear Ms. Hortch:

As you consider new rules that would further specify the issues that locally originated news programs must address, I hope you'll give serious thought to the many positive contributions that are already being made by TV stations that serve small to mid-sized markets in America's Heartland.

Among those community-centric broadcasters is WKBT NewsChannel 8, our local CBS affiliate.

The FCC's current quarterly reporting requirements are already challenging. The proposed new rules would further complicate the process and likely impede WKBT's ability to support community projects and promote awareness of issues that are specific to the 7 Rivers Region.

As a longtime resident of the La Crosse area and a 22-year communications veteran, I am acutely aware of the important role that the local media plays in shaping the agenda of our community. We are fortunate to count WKBT among those whose commitment to community service, constructive local programming and civic engagement befits what many who live here call "God's Country."

In my role as university relations director for the University of Wisconsin-La Crosse, an 8,500 student, public baccalaureate university that's part of the UW System, I can speak first-hand about how WKBT has helped raise awareness of three subjects that are of huge importance to our area: raising awareness of the dangers of binge drinking, celebrating educational excellence, and supporting the construction of a new Veterans Memorial Field Sports Complex.

Of these, the effort to curb binge drinking is of foremost concern. While all local media have embraced this cause, WKBT deserves credit for being the first to publicly acknowledge the issue during a live town hall meeting that followed the alcohol-related drowning of a UW-L student in April 2004. That one-hour broadcast, co-sponsored by the La Crosse Tribune, served as a call to action to address the issue head-on. Since then, our community has been persistent in its efforts to reduce binge drinking. A public service campaign was created by students at La Crosse's three institutions of higher

(over, please)

learning and WKBT has generously donated tens of thousands of dollars in air time to promote this message, which air to this day.

Because La Crosse is one of few like-sized communities that is home to a four-year public university, a four-year private university and a two-year college, plus two teaching hospitals, residents of our area are particularly interested in issues related to education.

WKBT is actively engaged in supporting a wide range of activities and events that support education at the K-12 and college level. The station is also committed to celebrating the achievements of our local students and recognizing those who teach them. NewsChannel 8's Top-Notch Teacher segments showcase K-12 teachers who have made a lasting impression on their students, while Assignment Education reports provide a local perspective on issues related to education at all levels, including college and vocational training. Additionally, WKBT has fostered a network of sources from the local college campuses who offer their expert opinions on subjects on subjects including economics, popular culture, political science and the environment.

About two years ago, UW-La Crosse launched a public fundraising appeal to raise money for a new, \$18 million Veterans Memorial Field Sports Complex. This community-use facility will host athletic contests, home and garden shows, band concerts, and other outdoor events that would have a significant, positive impact on the area economy. However, as is the case with most efforts of this size, raising the final 25 percent of the goal is the most challenging part of the campaign. Thanks in large measure to a contribution of over \$30,000 in cash and informational messages created by WKBT and aired during premium airtime, UW-L has met its fundraising goal for Phase I of the project. Construction is set to begin in June 2008 with completion in June 2009.

I could go on, but you get the idea: The management and staff at WKBT are actively engaged in our community. Their news coverage of local issues, support of community events, and public service and informational programming proves it.

In summary, I respectfully ask you to reconsider the proposed new rules. More regulatory involvement would serve no useful purpose. On the contrary, our community would be better served if the FCC would allow television stations who serve similarly sized markets to use their good judgment in determining how they can best meet the needs of their audience. The viewers will decide with their remotes whether they're doing the job.

Sincerely,

Cary Heyer, APR
Director of University Relations
University of Wisconsin-La Crosse

April 25, 2008

To Whom It May Concern:

I am currently a Holocaust educator at Viterbo University in La Crosse. Before coming on board at Viterbo four years ago, I taught for several years at La Crescent High School in La Crescent, MN, where I did an extensive two-month Holocaust Unit. At both schools I have been active in bringing Holocaust survivors to our community. This is a very important mission, for they are disappearing at an alarming rate, just like WWII veterans. To meet Holocaust survivors in person is to touch history. It is difficult to describe the feeling of awe a person experiences when hearing history from one who lived it.

WKBT played a key role in promoting Holocaust survivors earlier when I brought them to La Crescent High School and continues to do so now at Viterbo University. I always appear on Contact on the noon news as a guest a few days before a survivor's appearance. This does much to notify the community that a survivor is coming to speak. I am continually amazed how many people tell me they came to see the survivor because they saw me talking about the upcoming appearance on the WKBT noon news.

In addition WKBT always sends a reporter and camera person to our home during the afternoon before a survivor speaks to do an interview and runs a segment on both the 5:00 p.m. and 6:00 p.m. news. Even though it is the evening of the presentation, some people see the segment that very night and decide to come. I have found the reporters and camera people to be totally respectful of our survivors. Usually WKBT covers the survivor's presentation in the evening and does a segment on the 10:00 p.m. news. The process I just described happened just this week when Holocaust survivor Inge Auerbacher spoke to a full-house at Viterbo April 21st.

A rather unique event occurred when Nobel Peace Prize winner and Holocaust survivor Elie Wiesel came to Viterbo University to speak to our community September 27, 2006. It was a remarkable happening for this area. Maria Roswell, Program Director for WKBT, called me and asked if WKBT would be able to tape Elie Wiesel's presentation and show it as part of their programming the following Saturday night. Elie Wiesel agreed to a one-time showing provided that they show it in its entirety. We had to turn 4,000 people away who wished to get tickets due to limited seating. Having WKBT broadcast Wiesel allowed those who were not able to obtain tickets to still share in this valuable experience. It also made it possible for educators and other interested people to tape the show, thus having it for future purposes.

As far as I am concerned WKBT is contributing a valuable service to this community by promoting Holocaust speakers. Without the support of the station, I doubt we would be filling the Viterbo Fine Arts Center to capacity every time we have a survivor speak.

Sincerely,

Darryle Clott
2526 West Bank Drive
La Crosse, WI 54601



May 30, 2008
Marlene H. Dortch, Secretary
Federal Communications Commission
Office of the Secretary
445 12th Street, SW
Washington, DC 20554

Blind CC.

Re: Broadcast Localism (MB Docket 04-233)

Dear Madam,

I am the President and CEO of the Second Harvest Foodbank of Southern Wisconsin. Our Foodbank, one of 205 members of America's Second Harvest, The Nation's Foodbank Network, serves a 16 county area in southern Wisconsin. Currently we are distributing over 7 million pounds of food and grocery products to 410 non profit community based organizations. We also support special efforts to reduce childhood hunger in Wisconsin. We estimate that we provide nutritional assistance to over 80,000 persons during the year. We also play a role in disasters such as the national crisis of Katrina and smaller local disasters such as major flooding in western Wisconsin this past year.

We rely heavily on volunteers and fundraising. It is extremely important that our community is aware on the issue of hunger. I believe strongly that if citizens have an awareness of hunger in their communities they will contribute their time, food and dollars to help.

WISC TV Channel 3 regularly airs news stories concerning issues of importance to our organization and our organization's mission. Recently the station reached out to gain information regarding hunger and food issues and has shared that information with the community through editorials, community dialogues and special programming.

Accessibility is important and I feel confident that WISC TV is accessible to me when I have information regarding the needs of our community. I also serve on the Board of Directors of the Mental Health Center of Dane County, Inc. and have been very impressed with the depth and understanding that WISC TV has demonstrated in covering mental health community issues. They stand tall in my view on this subject especially as compared to other media coverage of mental health topics.

Our organization has an effective working relationship with the station that helps us serve the public. Station personnel should not have to provide additional proof to the FCC about the responsiveness of its local programming i.e. local news, emergency broadcasts, PSAs and community sponsorships.

Additional reporting isn't necessary because the station is already responsive to the needs of my community.

Sincerely,

Robert G. Mohelnitzky, LCSW
President/CEO

rgm



2802 Dairy Drive • Madison, WI 53718
(608) 223-9121 • Fax (608) 223-9840 • www.secondharvestmadison.org



Foundation for Madison's Public Schools

June 2, 2008

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Marlene H. Dortch, Secretary
Federal Communications Commission
Office of the Secretary
445 12th Street, SW
Washington DC 20554

Re: Broadcast Localism (MB Docket 04-233)

Dear Secretary Dortch,

The Foundation for Madison's Public Schools is an independent, community non-profit organization dedicated to sustaining and extending the excellence of Madison's public schools. The Foundation is a relatively young organization, being formed in 2000, that has become the leading organization to support the schools with financial, human and material resources to benefit the education of Madison's children.

As President of the Foundation, I am pleased to be able to work with District administrators, 49 school principals, a multitude of teachers and staff that are focused on providing the best possible education for the 25,000 children in the Madison public schools.

It is important for our organization to increase visibility in the community so that capacity for supporting our schools increases. We have been grateful for the support of WISC-TV over the years in a variety of ways to support our work.

The Foundation has several annual events to develop supportive relationships between the schools and the community that enrich the education of children. Station personnel have generously served as emcee of many of those events, providing tremendous support for the event as well as lending the Channel 3 name to give this our organization's events instant legitimacy in the community.

Each year, we hold a Principal for a Day event that business and community leaders participate in. We have been pleased that Channel 3 values this experience of spending a morning in the schools by sending executives as well as news personnel to see the challenges and joys that are faced by principals and staff each

day. The Principal for a Day events have been covered on the news to share the insights with the greater viewing audience.

We have been pleased that regular updates of the impact the Foundation for Madison's Public Schools is making have been reported by Channel 3. We have built endowment funds for each school, provided grants for creative and innovative projects as well as building support for the schools. Channel 3 recognizes the importance of our work and has been key to getting the word out in the community about our efforts.

During the past year, we have been grateful to have collaborated with Channel 3 and Morgan Murphy Media on a cause marketing campaign. This support has truly raised our visibility in the community.

I have been honored to work with Channel 3 personnel on a variety of other community activities outside of the Foundation for Madison's Public Schools. I have found that many people share my belief that Channel 3 is one of the most respected corporate citizens in Madison. They have been very responsive to community needs and should not have to provide additional proof to the FCC about their news reporting.

Thank you for the opportunity to provide input regarding Channel 3 and its work. Please let me know if you have any questions or need additional information.

My best,



Martha Vukelich-Austin
President

✓
Bcc: David Sanks

June 2, 2008

The Hon. Marlene H. Dortch, Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

Dear Secretary Dortch:

I am writing in reference to new rules being considered by the FCC under the category of **Broadcast Localism (MB Docket 04-233)** on behalf of our local CBS television affiliate, WISC-TV, in Madison, Wisconsin.

As executive director of one of our community's largest corporate foundations, with annual grantmaking of \$1 million, I interact frequently with the news and outreach staff of WISC-TV and have many opportunities to work with them on community issues. I am impressed with their commitment to the initiatives and concepts affecting our local quality of life, especially those involving people who are most vulnerable.

Some highlights in recent years:

- WISC-TV is "plugged in" to our local Agenda for Change, designed by United Way of Dane County to make a measurable impact on key needs of the community. The station regularly covers, publicizes and advocates major aspects of this important community agenda.
- WISC-TV also collaborates proactively with local print media to reinforce these messages. This has included a comprehensive, 10-year civic journalism initiative to eliminate the racial achievement gap in third-grade reading skills. No other community in the U.S. has accomplished this. Madison did, and WISC-TV was a leader in this huge effort.
- The station is very active and highly visible at local nonprofit events.
- Station executives assisted our Foundation several years ago in the re-design of our corporate philanthropy, helping us shape a much more strategic approach.
- When we developed a community-wide initiative to provide after-school tutors for local middle school students, WISC-TV designed and coordinated a multi-media communication campaign, which generated more than 200 volunteers for this unique effort. This included public service announcements and other *pro bono*, in-kind assistance.
- The station hosts a panel of local youth service experts, who meet quarterly to provide input for future news and editorial programming around this important issue. As a member of that panel, I've seen how the station translates our insight into programming that addresses key challenges facing children and teenagers.

I believe this TV station makes a huge difference in our local quality of life. The 1,500 Madison-area nonprofit and philanthropic organizations have a true ally in WISC-TV.

Sincerely,

Steven A. Goldberg, Executive Director
CUNA Mutual Group Foundation
608-231-7755
steven.goldberg@cunamutual.com



SAFE HARBOR CHILD ADVOCACY CENTER, INC.

May 20, 2008

Marlene H. Dortch, Secretary
Federal Communications Commission
Office of the Secretary
445 12th Street, SW
Washington, DC 20554

RE: Proposed FCC Reporting Requirements

Dear Members of the Federal Communications Commission:

This letter is being written in recognition of the excellent job that WISC TV in Madison, Wisconsin does in providing timely, objective and comprehensive news coverage for the television audience in our area. I am making these observations both personally as a viewer as well as in my role as the director of a private, non-profit agency in Madison that has received coverage from WISC TV.

Safe Harbor is an agency that provides services to children alleged to be victims of physical or sexual abuse, witnesses to domestic violence or victims of neglect. As the Executive Director of Safe Harbor Child Advocacy Center, I have had many opportunities to interact with our local news media both in regard to breaking news stories relating to alleged abuse or neglect of children as well as receiving assistance in promoting public information about issues of child abuse and neglect. They are also an excellent resource to help share information about our agency's fund-raising activities.

The professional working relationship between Safe Harbor Child Advocacy Center, Inc. and WISC TV has been extremely good and very beneficial to our agency. We have found the WISC TV staff to be very respectful of the confidential issues surrounding cases of child abuse and neglect and their staff have covered our local news stories in a very objective and professional manner. WISC TV also responds promptly to any requests we submit for coverage of agency's activities or our desire to share information with the public germane to issues surrounding child abuse and neglect. We are very fortunate also to have the Director of Programming and Operations from WISC TV on our agency's Board of Directors. This only serves to strengthen our opportunities to communicate effectively with the media and to achieve easy access to them for coverage on our issues.

May 29, 1008

Page 2

Based on the very good working relationship our agency has developed with WISC TV, as well as other television stations in our community, I believe that imposing additional FCC reporting requirements is not necessary. WISC TV has consistently been very responsive to the needs of our agency and our community. Implementing additional reporting requirements would not serve any good purpose at this time.

Sincerely,

A handwritten signature in cursive script, appearing to read "Brenda Nelson", written in dark ink.

Brenda Nelson
Executive Director

May 29, 2008

Marlene H. Dortch, Secretary
Federal Communication Commission
Office of the Secretary
445 12th Street SW
Washington, DC 20554

Dear Secretary Dortch:

As the House Director at the Ronald McDonald House in Madison, WI, I am writing to share with you, the wonderful community partnership that we share with WISC – TV in Madison. The Ronald McDonald House serves a vital role in the community by providing a home away from home for families of critically ill children that are receiving treatment in area hospitals. The medical costs to these families are staggering. By providing very low cost lodging we attempt to alleviate the burden they are already facing.

We are not funded by the federal, state or local government so therefore we are dependent on agency driven fundraisers and community awareness. Without the help of WISC-TV and its dedication to the well being of our organization we would be without a major media sponsor. Our "Light The House" campaign is well covered throughout its duration and the publicity and visibility it has garnered for the Ronald McDonald House is as valuable as the money we raise.

Through the use of PSA's information on the House is disseminated. The community can also link off the website to our website and we are featured on several different news programs that Channel 3 – WISC TV hosts. Our families as well as our volunteers are featured and because of that visibility we are fortunate to lack for very little.

Our working relationship with Channel 3 WISC TV is one of our most valuable links to the community in South Central Wisconsin. The station is very aware of our needs and initiates contacts and ideas that are an incredible asset to us as a non profit. We have a contact person that we can go to for any needs that we have and that person is prompt in returning our calls and giving us whatever assistance that the station can provide.

It is our belief that we have a wonderful working relationship with this station. Additional reporting to the FCC on issues that news programs must address would seem to be an extra burden on a staff that is already on top of community and South Central Wisconsin breaking news and other pertinent community events.

I am happy to answer further questions in regard to the support of WISC TV. Please contact me if you require additional comments; I am happy to assist in any way that I can.

Sincerely,

Laurie Irwin
House Director
Ronald McDonald House Charities of Madison, Inc
2716 Marshall Court
Madison, WI 53705
608-232-4671

MADISON METROPOLITAN SCHOOL DISTRICT



545 West Dayton St. Madison, Wisconsin 53703-1995 608.668.1607 www.mmsd.org

Art Rainwater, Superintendent

May 29, 2008

Marlene Dortch, Secretary
Federal Communications Commission
Office of the Secretary
445 12th Street, SW
Washington, DC 20554

Re: Broadcast Localism (MB Docket 04-233)

Dear Ms. Dortch,

I am the Superintendent of Schools of the Madison Metropolitan School District (MMSD). The MMSD is the second largest school district in Wisconsin and serves 25,000 students with a staff of approximately 4,000 employees. The school district has regularly been recognized nationally by several publications for the our high quality education.

WISC-TV has historically provided excellent coverage of the school district. The station regularly covers the important issues facing the school district. The coverage provides not only a look at the typical newsworthy school issues but also shows the very human side of education through stories about our students and teachers.

The Schools of Hope project, a long term tutoring effort for primary age students in reading, exemplifies the station's commitment to the community and its future. WISC-TV was a major partner with the Wisconsin State Journal in the original Schools of Hope civic journalism project. Their commitment has continued as an active partner in the over 10 years of implementation of the actions that resulted from the project. As a partner with the school district and others they have had a major influence on the future of our children.

MMSD and WISC-TV have developed a very effective working relationship that fully supports the district's mission. The station has consistently proven its responsiveness not only to the district's needs but also the needs of the broader community. I believe it is not necessary to require additional reporting on the part of the station's personnel.

Sincerely,

Art Rainwater
Superintendent of Schools

cc: Neil Heinen



Madison Gas and Electric Company

P.O. Box 1231
Madison, WI 53701-1231
608-252-7000

your community energy company

Gary J. Wolter

Chairman, President and
Chief Executive Officer
608-252-7292

May 27, 2008

Marlene H. Dortch, Secretary
Federal Communications Commission
Office of the Secretary
445 12th Street, SW
Washington, DC 20554

Dear Secretary Dortch:

I am the Chairman, President and CEO of Madison Gas and Electric Co. (MGE), headquartered in Madison, Wisconsin. Our company provides electricity and natural gas to nearly 400,000 residents in seven counties throughout south-central and south-western Wisconsin.

MGE is a community energy company and we take very seriously our responsibility to provide reliable energy and high quality service for our customers. The health and safety of our community is dependent upon how well we provide these services. We are also committed to improving the quality of life for those who live and work here. WISC-TV is an important partner to us in fulfilling our responsibilities.

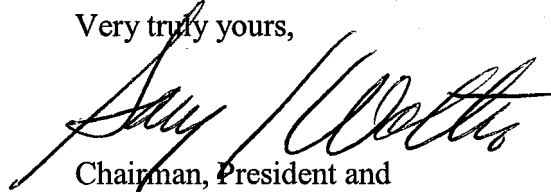
Our work together covers many different aspects of our business. In times of electric service outages or natural gas emergencies, WISC-TV helps us broadcast important public service and safety information. In addition, the station helps us raise awareness for our customer programs, like those that focus on energy efficiency and conservation. We have also worked with WISC-TV on several unique community initiatives. Specifically, we sponsor their Going Green website and Going Green conference that promote environmental stewardship and sustainability. WISC-TV consistently provides us access to station decision makers on topics important to our business and our customers. Our good working relationship with WISC-TV helps us provide the best possible service.

We are also a sponsor for WISC-TV on a range of programming they offer to serve the broader public interest. Their program "On The Record" offers balanced perspectives on community and political topics, as well as education and public service information. Their active participation "We the People", a civic journalism program in Wisconsin, works to educate the electorate on local and statewide elections. And, we recently joined with them in an innovative public information campaign to help support our local schools.

May 27, 2008
Page 2
Secretary Dortch

Over the years I have personally worked with many people throughout the entire WISC-TV organization. There are exemplary individuals who care about our community. Their commitment is reflected in how they run their organization. As a person who works in a heavily regulated industry, I understand the purpose and necessity of good regulation. However, more regulations that would impose additional FCC reporting requirements or additional rules upon WISC-TV are completely unnecessary. Please take my comments to heart and reject the proposed rules.

Very truly yours,



Amy Worth

Chairman, President and
Chief Executive Officer

bj

✓cc: Neil Heinen

May 23, 2008

Marlene H. Dortch, Secretary
Federal Communications Commission
Office of the Secretary
445 12th Street, SW
Washington, DC 20554

Glowac, Harris, Madison, Inc.
330 S. Whitney Way
Suite 300
Madison, WI 53705
608+232+9696 Fon
608+232+9636 Fax
glowacharris.com

Dear Ms. Dortch,

My name is Wayne Harris. I am President of Glowac, Harris, Madison, Inc., an advertising and brand-consulting firm in Madison, Wisconsin. By way of background, our agency specializes in the fields of healthcare and restaurants (an odd combination, I know). My partner, Wayne Glowac and I are also very involved in the community. A brief background of my community service includes Past Chair of the Ronald McDonald House of Madison and Past Chair of the Badger Chapter of the American Red Cross, which serves 7 counties including Dane County, where I am located. We serve over 800,000 people, 400,000 in Dane County alone. I also served on the board of Crime Stoppers, Centro Hispano, and Wisconsin Center for Academically Talented Youth. I am currently on the board of the DECA Foundation, Gilda's Club of Madison and the Keep Wisconsin Warm Fund, which serves the State of Wisconsin and keeps the heat on for over 100,000 families a year. WISC has been a media partner for most of these organizations. For 19 years, they have been a part of our Ronald McDonald House fundraising. They have helped us raise over \$1,000,000 in 19 years of golf outings and over \$600,000 in our annual Light the House campaign. Besides running PSA's and making announcements during the news, they have supported us financially and with their talent at these events.

They have also been a great partner with the Red Cross, giving us airtime and other forms of support when we needed it.

I am currently working with the station on an initiative to help replenish funds for the Keep Wisconsin Warm Fund. With the terrible winter we had, the fund is at an all-time low and dollars will be needed to help folks that cannot afford to cool their homes this summer and heat them next winter.

As a community activist, I have been invited to attend a roundtable hosted by WISC seeking input on their direction for the next year concerning issues that are important to our community. I have been to two of these sessions, and have been impressed with WISC's follow-through on the group's thoughts and concerns.



Page 2
May 23, 2008
Federal Communications Commission

I am also impressed with the station's staff and their community involvement. WISC is well known for its presence in the community. In addition to being available for the community events I had mentioned previously, they get out in to the schools and help teach our children. WISC's chief meteorologist has been to both of my children's classes teaching them about the weather.

The folks at WISC are true community partners. They do what they do because they care about our community. In a community known for helping others, WISC is a leader. As a person that has asked many folks to help several organizations, I can say WISC is out front, not just with financial aid, but also with PSA's and - most importantly - their people. I know that this comes from the heart.

I truly hope that the FCC understands that leadership like this is deserving of consideration concerning reporting requirements. Please allow WISC to spend their time being involved with our community versus providing proof to the FCC concerning the responsiveness of its programming, PSA's and community sponsorships. Please be a leader yourselves and put aside reporting in favor of results.

Should you want to discuss this further, I can be reached at 608-698-6652.

My best,

A handwritten signature in black ink, appearing to read 'Wayne R. Harris', written in a cursive style.

Wayne R. Harris
President
Glowac, Harris, Madison, Inc.
330 South Whitney Way
Suite 300
Madison, WI 53705
T | 608-310-7241
C | 608-698-6652
F | 608-232-9636
E | wayneh@glowacharris.com

May 22, 2008

Marlene H. Dortch, Secretary
Federal Communications Commission
Office of the Secretary
445 12th Street, SW
Washington, DC 20554

Re: Broadcast Localism (MB Docket 04-233)

Dear Ms. Dortch

For the past twenty years I have been the Executive Director of the Society of St. Vincent de Paul in Madison, Wisconsin. Our organization has over 300 local members and provides over \$1 million of assistance to needy people in our community. Local media have been important partners in our mission to "help our neighbors in need" and at the top of my list is WISC-TV.

It is a long standing relationship that includes the station's co sponsorship for the past 15 years of our annual "Recycle the Warmth Blanket Drive". Important community leadership to our organization is provided by the station manager Tom Bier, who currently serves on our "Help Build Hope – Capital Campaign committee, which is raising \$4 million to build our new client service center. The station also has given significant in-kind media production donations to the campaign under Tom's leadership.

The station frequently promotes the activities of the Society of St. Vincent de Paul and also covers the community issues with which we are involved. Several months ago I was a guest on their Sunday issues show discussing the activity of our food pantry. I personally have had an opportunity to be on a news show or be interviewed on camera at least once or twice every year. Issues of homelessness and hunger as it is experienced in Madison and Dane County have received extensive news coverage in recent months. The station staff frequently approaches me and my colleagues in the non profit community for our input on these issues and stories.

I regard this station as the prime television station in our market area and I am very pleased with the responsiveness of the staff and management to cover these important community issues. In my years of community work I have gotten to know not only Tom Bier, the station manager, but also reporters, camera staff and people in the production department. They all show a knowledge of and commitment to the issues and projects I value because they care about their community. I genuinely doubt that any reporting requirements imposed by the FCC would create a more responsive media corporation.

Sincerely,

Ralph Middlecamp
Executive Director of the Society of St. Vincent de Paul – Madison, WI



May 21, 2008

Marlene H. Dortch, Secretary
Federal Communications Commission
Office of the Secretary
445 12th Street, SW
Washington, DC 20554

Re: Broadcast Localism (MB Docket 04-233)

Dear Ms. Dortch:

I have the privilege of serving as the executive director of Big Brothers Big Sisters of Dane County, Inc. in Madison, WI. The mission of the organization is to develop and support long-lasting mentoring friendships between caring, responsible volunteers and children to provide a positive experience for both child and adult. Last year our organization served nearly 1,200 children and their families. Many of the children in our mentoring programs come from single parent families and have very limited resources beyond our mentoring program.

Although we are serving more children than ever, demand for services is at an all-time high and it is critical for our organization to broadcast our need for more volunteer mentors from our community and publicize our community events. Nearly 250 children are waiting for a Big Brother or Big Sister and we particularly need to get our message out to men, since boys can wait up to two years to be matched. We particularly rely on WISC-TV Channel 3 to assist us with these critical messages to the Dane County community.

WISC-TV Channel 3 here in Madison has supported our organization for 25 years now and we benefit greatly from the diverse array of community-based opportunities that this news channel offers to us. WISC TV Channel 3 plays a significant role in our agency's operations as well as others in the community. WISC TV Channel 3 sponsors our community events, provides fund-raising support and airs a number of our public service announcements on our behalf. For example, we recently held a fundraising event over a two week period that involved more than 1,000 community members. WISC-TV Channel 3 not only publicized this event by creating a 30 second ad promoting the event, but helped us get the word out about how the event allows us to match several hundred children in the process and how they can get involved.

continued

"Little Moments. BIG MAGIC."

Please think of us in your will or trust...and let us know when you do!

OVERTURE FOUNDATION

FIRSTAR PLAZA
1 SOUTH PINCKNEY STREET SUITE 816
MADISON, WISCONSIN 53703
608-294-9000 fax 608-294-9076

W. JEROME FRAUTSCHI
Chairman

RE: Broadcast Localism (MB Docket 04-233)

COPY

May 21, 2008

Ms. Marlene H. Dortch, Secretary
Federal Communications Commission
Office of the Secretary
445 12th Street, SW
Washington, DC 20554

Dear Ms. Dortch:

I am Chairman of the Overture Foundation. Our foundation has given the City of Madison, Wisconsin a cultural arts facility located in downtown Madison. The facility provides venues for both performing and visual arts groups. There are nine residence groups and provisions for touring groups.


Construction of Overture took eight years to complete. During that time we had superior support from WISC-TV. They were of great help in informing the public of the opportunities they will have to enjoy and participate in the new Center.

To date we have had many thousands of people enjoy the facility. Most of the major events have been covered by WISC-TV and the station has supported it with senior management volunteering their time and talent. Downtown Madison has changed, with new retail, restaurants, condos and commercial buildings. I feel this is partially due to the partnership of WISC-TV with Overture.

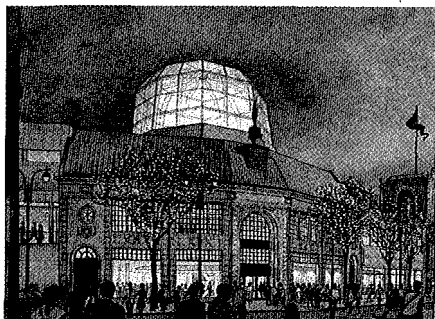
I am writing this for I feel that our community is very well served by local television. It is not necessary for them to provide additional reporting for they are very responsive to the needs and betterment of our community.

Sincerely yours,

OVERTURE FOUNDATION



W. Jerome Frautschi
Chairman



Architectural Illustrator, F. M. Costantino, ASAI

OVERTURE DEVELOPMENT CORPORATION

U.S. Bank Plaza • 1 S. Pinckney Street, Suite 816 • Madison, WI 53703-2869

608-294-9000 • fax 608-294-9076

e-mail: info@overturefoundation.com

www.overturefoundation.com

May 20, 2008

Marlene H. Dortch, Secretary
Federal Communications Commission
Office of the Secretary
445 12th Street, SW
Washington, DC 20554

Re: Broadcast Localism (MB Docket 04-233)

Dear Ms. Dortch:

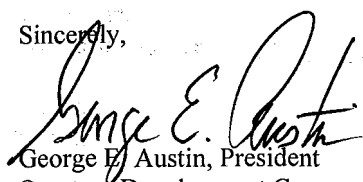
I write regarding the Federal Communications Commission proposed new rules that would further specify the issues that Madison Wisconsin's local WISC-TV station must address in its news programs. In particular, I want to comment on how well the station's news programming addresses the key issues of our community.

I serve as the President of the Overture Development Corporation, a non-profit organization created to plan, develop and own the region's performing and visual arts complex known as Overture Center for the Arts in downtown Madison. The center serves the entire community with a variety of free and ticketed programs covering a diverse array of artistic experiences enjoyed by over a half million people a year. In addition, over 50,000 school age children attend a wide variety of music, theatre and dance programs each year free of charge. Overture Center is an important community asset, serving as a hub for cultural expression.

WISC-TV is a vital partner in the delivery of these important cultural arts programming in our region. The station regularly airs news stories concerning the programs and experiences at Overture Center and includes our events in its community calendar, which significantly raises awareness of our issues and events. The station's regular coverage helps bring attention to the diversity of the cultural arts offerings and encourages participation by diverse populations and neighborhoods that make up our region. To this end, the station regularly airs public service announcements (PSAs) and news stories concerning issues of importance to our organization and its mission. In addition, a member of the WISC-TV station is a member is on our Board of Directors, further connecting our mission as well as providing the opportunity for regular access to station decision makers.

In conclusion, our organization has a very effective working relationship with the station that helps us serve the public. Concerning the proposed rules, I don't believe station personnel should have to provide additional proof to the FCC about the responsiveness of its local programming (e.g. local news, emergency broadcasts, PSAs and community sponsorships). WISC-TV is already a vital partner addressing the needs of this community.

Sincerely,


George E. Austin, President
Overture Development Corporation

✓ c. David Sanks, WISC-TV



2 Science Court
P.O. Box 5010
Madison, WI 53705-0010

Phone: (608) 232-1763
Fax: (608) 232-1772
www.madisoncommunityfoundation.org

May 16, 2008

Ms. Marlene H. Dortch, Secretary
Federal Communications Commission
Office of the Secretary
445 12th Street, SW
Washington, DC 20554

Dear Secretary Dortch:

This letter is written in support of WISC-TV in Madison, Wisconsin, regarding the television station's service to the community. WISC-TV does (and has) provide important information and services to the community.

WISC-TV's community service presents itself in a variety of forms. In addition to regularly airing news stories that cover issues of importance to local citizens and institutions, WISC-TV station leadership lends its expertise to non-profit institutions and civic organizations through action and board leadership. Madison Community Foundation has benefited greatly from such leadership on its board.

WISC-TV also maintains a highly-effective weather alert system keeping citizens up-to-date on severe weather developments and other topics of importance. The station's editorial director, Neil Heinen, not only provides insightful commentary on issues of importance to the community, but he is often found leading or facilitating public discussions and political debates.

WISC-TV is an excellent corporate citizen. It provides sponsorship support for a variety of important causes; ensures that its programming is relevant and of interest to the public; lends its professional expertise to many non-profit institutions; and uses the opportunity to reach a broad segment of the populace to provide balanced views and public safety awareness.

Sincerely,

A handwritten signature in cursive script that reads "Kathleen Woit".

Kathleen Woit, Ph.D.

President

Madison Community Foundation

Cc: David Sanks, WISC-TV, P.O. Box 44965, Madison, WI 53744-4965



Kujichagulia – Madison Center for Self Determination, Inc.

P.O. Box 259806

Madison, Wisconsin 53725

Contact: 608.358.2872 or 608.239.7707

Email: kujichaguliajuneteenth@yahoo.com website: www.communities.madison.com/kujichagulia

May 19, 2008

Marlene H. Dortch, Secretary
Federal Communications Commission
Office of the Secretary
445 12th Street, SW
Washington, DC 20554

Dear Ms Dortch,

I am writing in on behalf of WISC-TV3, in Madison, Wisconsin, in response to information about Broadcast Localism (MB Docket 04-233). As a Board Member of Kujichagulia-Madison Center of Self-Determination, Inc. and Co-Chair of the Juneteenth Celebration which is in it's nineteenth year. We have over 15, 000 citizens attend our celebration each year. We have a very diverse attendance at our celebrations and this is largely due to the information that reaches all segments of our community.

Juneteenth is the first program of Kujichagulia-MCSD and it is a historical and cultural celebration of freedom in the United States. It commemorates the freeing of the last enslaved people on June 19, 1865. Although the Emancipation Proclamation was signed January 1, 1863, freedom was not enforced in Galveston, Texas until a Union General arrived with troops and issued the order freeing 250,000 African Americans. Juneteenth celebrations take place all over the United States especially in the Southern states and urban cities.

In 1990, a group of Madison's Black community leaders, collaborated with the Madison Inner City Council on Substance Abuse to implement the Juneteenth Celebration. From the beginning, Juneteenth Day has been a wholesome, drug- and alcohol-free event that children and families could enjoy. The Celebration's mission is to unite Madison's black community in a positive way and improve its quality of life through the positive reinforcement of its heritage, culture and accomplishments, as well as enhancing its ability to become an effective part of the greater Madison community.

To name a few of the ways that WISC-TV3 has helped us for over 15 years; each year they produce 15 and 30 second Public Service Announcements that air many times during prime time programming. Over the years we have been on several of the news programs including "For the Record" with Neil Heinen. Mr. Heinen has also done several editorial appeals for us to help raise awareness about our organization and also has helped us money from corporate sponsors. The station has participated in Race & the Media Forums and I feel we have made great advancements in helping them understand the African American community and they have aired some very interesting and positive stories.

Kujichagulia-MCSD has an effective working relationship with the station that helps us serve the public. Station personnel should not have to provide additional proof to the FCC about the responsiveness of its local programming i.e. local news, emergency broadcasts, PSAs and community sponsorships.

We feel that additional reporting isn't necessary because the station is already responsive to the needs of my community.

Sincerely,

Mona Adams Winston, Co-Chair
Juneteenth Celebration, a program of
Kujichagulia-Madison Center for Self-Determination, Inc.
P.O. Box 259806
Madison , WI 53725



May 23, 2008

Dear Kelly Jo,

I would like to personally thank you and QueenB Radio for helping to promote a variety of Cassville Lions Club events. You've been very helpful in creating and airing public service announcements to publicize events such as our poker run and soup supper. You really have been helping us make a difference in our community.

My sincere thanks,

A handwritten signature in black ink, appearing to read 'Chris & Nell', written over a horizontal line.

Christopher C. Tubbs
President
Cassville Lions Club

May 21, 2008

To whom it may concern,

We can't thank WGLR, WPVL and KIYX for the support they have given us to help raise money for the Cystic Fibrosis Foundation. When our grandson, Cayden Topel was diagnosed with cystic fibrosis we immediately turned to our community to help us find a cure. We struggled at knowing what we could do to help raise money and we decided to hold a pancake breakfast. We needed to get the word out and realized that a radio ad would be the perfect way to do this. We contacted the radio station and asked if they would be willing to put together an ad for us that would not only announce our event but help promote public awareness of exactly what cystic fibrosis is. They were more than willing to help us. We can't thank the radio stations for helping us get our event out to the public. We had people calling us and telling us that they had heard the advertisement on the radio. My husband and I cried when we heard the advertisement because it was done in such a professional manner. The station has been donating this service to us now for the past three years.

I would love to share a story with you about what happened the first year that we asked WGLR to help us with advertising on the radio. We held the breakfast from 7am to noon. Around 11:30 a couple came to the breakfast and from living in a small community, we had no idea who this couple was. They had CF shirts and hats on so we knew that they were aware of what cystic fibrosis was. I went over and introduced myself to them and found out that the couple lived in Madison, Wisconsin and were co-chairmen of the Great Strides Walk Event in the Madison area and were on their way to a walk in Dodgeville that day. Out of curiosity I asked them how they had heard about our event. They told us that they were driving to Dodgeville from Madison and heard the event advertised on WGLR. We served over 500 people and raised over \$3000.00 our first year. In April we had our 3rd annual Cure for Cayden Pancake Breakfast and we raised over \$6,000.00.

We could not have done this without WGLR, WPVL, and KIYX stations willingness to donate this advertisement on the radio stations. We are very grateful for their generous support and all of the contribution goes directly toward the cutting edge research that will help us realize our goal of controlling and curing cystic fibrosis.

Best regards,

Bill & Phyllis Doan
Grandparents of Cayden Topel
Fennimore, WI 53809
608-822-6808

May 23, 2008

Marlene H. Dortch, Secretary
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554



Southwest Wisconsin Technical College

Re: Broadcast Localism (MB Docket 04-233)

Dear Madam Secretary:

The public interests of localism and diversity in radio broadcasting are currently being met in southwest Wisconsin. This rural and diffusely populated region is a highly fragmented media market served by numerous local broadcasters. QueenB Radio, with offices in Platteville, Wisconsin, operates stations WPVL, WGLR, and KIYX. These, among other small, independent broadcasters in the area, take an unquestionably local approach to serving the needs of their listeners.

Southwest Wisconsin Technical College, where I direct marketing and public relations functions, is the primary provider of technical education and career skills training in the broadcast area of QueenB Radio. More than five counties with a population of approximately 125,000 comprise the college district.

Local civic and business leaders and the public at large consider Southwest Tech an economic cornerstone of southwest Wisconsin because of its role in workforce development. Southwest Tech educates traditional college student, adults re-entering the workforce, and incumbent workers needing skill enhancement. The college is a valued community member as a training partner of local business, industry, government, and public safety agencies.

Southwest Tech, in turn, relies heavily upon QueenB Radio and other local broadcasters to assist in promoting the benefits and availability of technical education to a diverse audience. These radio stations regularly air news stories and public service announcements about activities, events, and classes held at Southwest Tech that are of interest to area residents. Southwest Tech partners with QueenB radio in promoting community events such as county fairs, and QueenB radio has broadcast debates among candidates for public office (specifically the 49th Wisconsin State Assembly District seat) that were organized and hosted by the college. Further, this spring QueenB Radio and other local stations were vital to Southwest Tech's public information campaign to educate local voters about the need for campus expansion. The result was healthy public debate and voter approval of a referendum.

Southwest Tech has an effective working relationship with QueenB Radio stations and other area broadcasters that helps the college to serve the public. My concern is that additional burdens placed on these stations ostensibly to meet localism and diversity objectives—something that these stations are already doing handily—would unduly detract from their current programming efforts, making them considerably less, not more, responsive to community needs.

Sincerely,

A handwritten signature in dark ink, appearing to read "Peter E. Bickel", is written over the word "Sincerely,".

Peter E. Bickel
Director, Marketing and Public Relations
Southwest Wisconsin Technical College

cc: Dan Sullivan, General Manager, QueenB Radio

1800 Bronson Boulevard
Fennimore, WI 53809-9778

phone 608.822.3262
toll free 800.362.3322
tdd 608.822.2072
fax 608.822.6019

www.swtc.edu



**American Red Cross
Blood Services
Badger Hawkeye Region**

Regional Headquarters
4860 Sheboygan Avenue
Madison, WI 53705

2400 Asbury Road
Dubuque, IA 52001

2131 Deckner Avenue
Green Bay, WI 54302

2530 University Avenue
Waterloo, IA 50704

May 22, 2008

To Whom It May Concern:

I am writing to commend Queen B radio, specifically WGLR and WPVL for their outstanding support of the American Red Cross. Radio station staff have always gone above and beyond to publicize American Red Cross blood drives in the area as well give us an open forum to discuss current issues and events.

The American Red Cross and Queen B radio have enjoyed a mutually beneficial relationship for almost 5 years. The American Red Cross collects nearly half the nation's blood supply and we believe the more you share, the more you get back. Whenever a disaster strikes in the community or across the country, Queen B radio is always there to help inform the public. They are also very supportive of American Red Cross blood drives, with staff members even giving blood!

I appreciate Queen B radio's commitment to community partnerships and their willingness to help non-profits like the American Red Cross reach out to a broader audience. Please feel free to contact me at 866-616-4826 or lidtkes@usa.redcross.org, should you have any questions or concerns.

Sincerely,

A handwritten signature in black ink that reads "Suzanne Lidtkke". The signature is written in a cursive, flowing style.

Suzanne Lidtkke
Donor Recruitment Representative
American Red Cross – Blood Services



**WISCONSIN MILK
MARKETING BOARD**
WISCONSIN DAIRY PRODUCERS

May 27, 2008

Dear Queen B Radio:

This note is to thank you for all that you do for Wisconsin's dairy industry. QueenB Radio, WGLR and WPVL are tremendous assets to America's Dairyland and perform a number of community services which increase awareness of the importance dairy has to our local communities and entire state. Our organization sees Queen B radio as one of the key components to getting the word out about dairy promotion efforts, our education activities -- from nutrition to simply enjoying the amazing bounty of our state's cheese industry.

Your station's Farm Department and its editor Bob Middendorf are among the very best in Wisconsin at agricultural reporting. Regular farm reports and daily farm market reports are critical to the day-to-day operations of dairy farms in an increasingly volatile marketing environment. In addition to the timely reports from the University of Wisconsin Extension specialists on crop conditions and production procedures add up to a balanced farm reporting portfolio that few stations can match. The farm and 4-H event calendars supplement a community asset that is irreplaceable.

Other examples of Queen B Radio's commitment to our dairy industry include:

- Educational time given to our Wisconsin Dairy Council staff for the monthly "food For Thought" program on WPVL and an appearance on WGLR.
- Partnering with Wisconsin Dairy Council at the recent Cooking Show event.
- Reports from state-wide events such as Wisconsin Farm Technology Days and World Dairy Expo, to name just two, are invaluable ways to bring reports with global implications back home.

The people of Southwest Wisconsin are truly blessed to have a station so committed to agriculture.

Regards,

Patrick Geoghegan
Sr. Vice President, Corp. Communications

PROMOTIONS COORDINATOR

Linda S. Parrish

Economic Development Corporation
P.O. Box 151 • Fennimore, WI 53809

Fennimore Chamber of Commerce
P.O. Box 53 • Fennimore, WI 53809

May 20, 2008

Marlene H. Dortch, Secretary
Federal Communications Commission
Office of the Secretary
445 12th Street, SW
Washington, DC 20554

RE: Broadcast Localism (MB Docket 04-233)

As the director of public relations for the City of Fennimore I would like to recognize QueenB Radio Group for their commitment to the City of Fennimore (population 2400) and SW Wisconsin. I have worked in this position since 1991 and have a long term relationship with WGLR and QueenB Radio Group.

In 1991 Fennimore received coverage as needed for special events and activities but by 1993 a much stronger relationship was formed between the radio station and the community. That relationship has continued to grow over the years and has become an integral part of the growth and promotional efforts for Fennimore "The City on the Move!" Even though QueenB Radio Group does not have a physical presence in our community the public considers it our own source of the latest news coverage. This is possible through the presence of their employees including the news team and sales representatives.

Fennimore underwent a major road construction project of our entire Main Street and south residential area in 2007. The Blue Ribbon committee was formed in 2002 to pull together a marketing strategy. Denise Tolzman from QueenB Radio was on board from the first meeting. Denise helped design the successful "61 Reasons to Shop Fennimore-The Little Main Street That Could" promotion. That promotion was so successful that she is currently working on a new group marketing plan. These promotions were also helpful in creating additional benefits for our chamber membership. At the recent Wisconsin Broadcaster Association Annual Awards Banquet WGLR received first prize in the Significant Community Impact category for their "Fennimore...The Little Main Street That Could" promotion.



Over the last five years I have been asked to tape monthly guest spotlight segments with Doug Wagen. This is more than just a community calendar; Doug does an excellent job of sharing detailed community news and events. Many of the portions of the guest spotlight are used separately for community news segments such as "A Little Good News" and more. It is also extremely helpful that Doug travels to the Lancaster location for taping of a number of community and agency representatives all in one morning. Other times during the month I send public service announcements to fill in as needed. I can always count on Doug to help spread the news in a timely manner.

QueenB Sales Manager, Denise Tolzman has played a vital role in the growth of our community. She served for many years as a board member of the Fennimore Chamber, serving as the 1997 Chamber President even though she didn't live in Fennimore. Denise has always been involved for the long term looking out for the community and business owners needs.

Denise has always gone the extra mile to help grow our community. Denise does a great job at building relationships; she has proved over and over again that a no today only leads to a new sales opportunity in the future. Denise is truly a loyal and outstanding team player for both QueenB Radio and so many of the communities in Southwest Wisconsin.

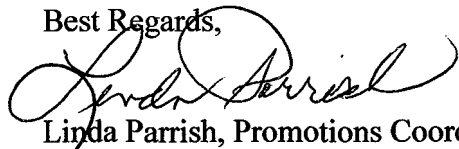
QueenB Radio sponsors the Annual Holiday Auction which raises approximately \$20,000 to help local food pantries, fire victims, medical expenses for uninsured children and other worthy causes.

QueenB Radio serves as a co-sponsor of our city wide garage sales, live remote at a business location, special sales promotion, guest spotlight, good news segment, airing candidates running for local office, reports from the DNR or announcement of school closings like the recent gun incident at Southwest Tech. QueenB is always there for us.

I firmly believe additional FCC reporting requirements are NOT necessary; QueenB Radio is doing an excellent job and already exceeds our expectations. I would suggest leaving the reporting alone and allowing the personnel to spend their time doing what they do best...reporting the NEWS and events to the listening public.

I appreciate the past 17 years of service and support provided by QueenB Radio to the City of Fennimore and look forward to working with QueenB and their associates for many more years to come!

Best Regards,



Linda Parrish, Promotions Coordinator
City of Fennimore – Chamber – Economic Development Corp.



RIVERVIEW CENTER, INC.

IOWA

DUBUQUE COUNTY
2600 Dodge Street
Dubuque, Iowa 52003

BUCHANAN COUNTY
DELAWARE COUNTY
113 Guetzk Court
Manchester, Iowa 52057

ILLINOIS

JO DAVIESS COUNTY
705 South Dodge Street
Galena, Illinois 61036

CARROLL COUNTY
9317 IL Rt. 84, Ste. A
Savanna, Illinois 61074

WISCONSIN

GRANT, IOWA &
LAFAYETTE COUNTIES
705 South Dodge Street
Galena, Illinois 61036

May 13, 2008

To Whom It May Concern:

Riverview Center, Inc. would like to extend its appreciation and gratitude to Dubuque Super Hits for their support during the month of April. Riverview Center, Inc. is a non profit organization that provides sexual assault prevention, intervention and advocacy services to survivors of sexual violence in the tri-state area. April is sexual assault awareness month. During April, Dubuque Super Hits worked with Riverview Center, Inc. to promote several of our events and services.

In particular, our sales representative, Chris Knauer, and Doug Collins went above and beyond to answer our questions and provide us with professional service. Chris Knauer worked to find us the right marketing plan, made sure our public service announcements and commercials aired, and also arranged studio interviews for us. Doug Collins not only promoted us on the radio but also emceed our annual training and dinner. Both Chris and Doug continue to support us in our efforts to end sexual violence.

Thank you to Dubuque Super Hits for your continued support of Riverview Center, Inc. Together we will end sexual violence.

Sincerely,

Josh M. Jasper, M.S.W.
Executive Director / C.E.O.

*Your support has directly
helped the lives of thousands.
Thank you on behalf of all
survivors.*
Josh

**United Way
of Grant County**

P.O. Box 308
Lancaster, WI 53813



BOARD OF DIRECTORS
Marge Sherwin
President
Pam Strakeljahn
Vice President
Sr. Eva Marie Lorchester
Secretary
Ruth Brookens
Treasurer

DIRECTORS
Carson Alcorn
Marilyn Urban
Rosemary Coppernoll
Carolyn Nutt
Virginia Rowe
Sharon Houtakker

Marge Sherwin, President
United Way of Grant County
P.O. Box 308
Lancaster, WI 53813-0308

Dear QueenB Radio Friends,

The United Way of Grant County has been a passion of mine, for a long time, having been a member for sixteen years and president for twelve I have watched our organization 'improve with age'. When I first joined the United Way of Grant County we were allocating \$14,000 to approximately 20 non-profit organizations. In recent years we have consistently given over \$30,000 to 25+ non-profit groups. Our goal this past year was to raise \$30,000 and from the last bank statement it looks like we will be allocating around \$37,000 (our fiscal year runs from June 1st to May 31st). In a depressed economy our board of directors is encouraged by individuals and businesses willing to provide for those in need.

The contribution QueenB Radio makes each year is 'in kind' advertising – because of this it makes the public aware of the important work the United Way of Grant County.

Thank you QueenB Radio of Wisconsin for all you do.

Sincerely,

Marge Sherwin
President
United Way of Grant County

Doug Wagen
QueenB Radio
51 Means Drive
Platteville, WI 53818

Doug,

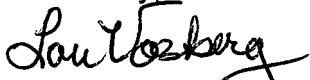
The Have-A-Heart Quilting Bee and the Oak Hillclimbers Homemaker Club would like to thank you for your efforts on the Guest Spotlight Show and news interviews to get the word out on our non-profit activities.

As you know, each year we hold our Quilting Bee to make baby and youth quilts to be given through Grant County organizations to children in need. We try to make over 100 quilts on a Saturday workday in February. All the volunteers use donated fabric to make the quilts. Through your efforts to get the word out – we reach approximately 70 volunteers who help us sew & tie the quilts that are distributed.

As a non-profit organization we don't have the funds or the ability to reach the number of people without the help of the radio.

Thank you for your help in reaching the volunteers and letting the larger Tri-State area know of our activities.

Sincerely,

A handwritten signature in black ink that reads "Lou Vosberg". The signature is written in a cursive, flowing style.

Lou Vosberg, Co-Chairperson
Have-A-Heart Quilting Bee
Livingston, Wisconsin



P.O. Box 101, Platteville, WI 53818

Marge Sherwin, President
Grant County Tourism Council
P.O. Box 101
Platteville, WI 53818

Dear QueenB Radio Friends,

As a member and president of the Grant County Tourism Council I have had the pleasure of working with QueenB Radio personnel on many, many occasions.

Denise Deaton Tolzman from QueenB has served on the council for years the excellence she brings to the table is second to none. Denise consistently has our interests at the forefront and is creative in making sure Grant County is known for all it has to offer. Denise not only provides the media coverage we need, but is not afraid to 'roll up her sleeves' and get right into the action herself.

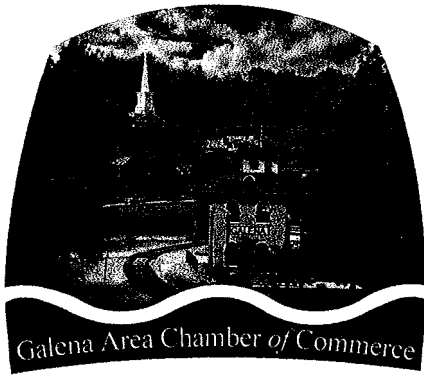
At both the Grant County Fair and annual Dairy Breakfast the council is given complimentary air time to inform the surrounding area about all we are doing to promote Grant County and the tri-state region. By doing so we are bringing tourism dollars to Wisconsin and promoting economic development as well.

Thank you QueenB Radio of Wisconsin for all you do.

Sincerely,

A handwritten signature in cursive script that reads "Marge Sherwin".

Marge Sherwin
President
Grant County Tourism Council



***Galena Area Chamber of Commerce
101 Bouthillier Street
Galena, IL 61036***

Phone: (815) 777-9050

Fax: (815) 777-8465

E-Mail: office@galenachamber.com

Web: www.galenachamber.com

May 12, 2008

Queen B Radio Wisconsin, Inc.
51 Means Drive
Platteville, WI 53818

Thank you for your participation in our Business Showcase on March 1. With the pre-show radio advertising, your on-site presence and remote broadcasting, it was our best show ever.

I would not have been possible without your support. Thank you

Ed Schmit
Executive Director
Galena Area Chamber of Commerce

August 15, 2007
Platteville Ice Cream L.L.C.
Dairy Queen
110 E. Bus. Hwy 151
Platteville, WI 53818

Queen B Radio
51 Means Dr.
Platteville, WI 53818

Dear Queen B Radio:

We would like to thank you for the support you gave us during our Miracle Treat Day, on August 9, 2007.

The announcements you made leading up to Miracle Treat Day, during the day, and the live remote broadcast surely contributed greatly to the success of the day. Your promotion of our event definitely raised awareness in the community and brought people into the store to participate in this fund raising event.

We raised over \$2,000 for The Children's Hospital of Wisconsin.

Queen B Radio is always there to support local events and you were certainly there for us and the children of Children's Hospital during Miracle Treat Day.

Thank you,

A handwritten signature in black ink, appearing to read "Tom and Renee Sigwarth", with a large, stylized flourish at the end.

Tom and Renee Sigwarth

Owners
Dairy Queen
Platteville, WI

Girl Scout Regional Office North
6058 South Chestnut Street
Platteville, WI 53818
T 608 348 7203 F 608 348 7303



Girl Scouts of Green Hills Council, Inc.
5040 Business Route 20 West
Freeport, IL 61032-8741
info@gsgreenhills.org
T 815 235 8777 800 925 3327 F 815 235 2468

May 19, 2008

Chirs Knauer
Queen B Radio
51 Means Drive
Platteville, WI 53818

Dear Mr. Knauer:

On behalf of the Girl Scouts of Green Hills Council staff, volunteers and girls, I want to thank Queen B Radio for their support of our recent fund-raising event, "Sweet Deals." Not only did the station help us promote our event, Doug Collins served as our Emcee. He did a fabulous job in keeping the evening on schedule yet making it fun for all attending.

As a non-profit agency, it is always difficult financially to promote all the activities and events sponsored by Girl Scouts of Green Hills Council for girls ages 5 to 17. Without the assistance and willingness of our media to help in these efforts, we could not get the word out for all the amazing programs benefiting girls that prepare them to be our future community leaders.

Again, we thank you for your assistance on behalf of the 4,417 girls served in two counties in Wisconsin and six counties in Illinois and together, we can continue to build girls of courage, confidence, and character who make the world a better place.

Yours in Girl Scouting,

A handwritten signature in cursive script that reads "Mary Carroll".

Mary Carroll, CEO
Girl Scouts of Green Hills Council

May 8, 2008
Platteville Ice Cream
110 E. Bus. Hwy 151
Platteville, WI 53818

Queen B Radio
51 Means Dr.
Platteville, WI 53818

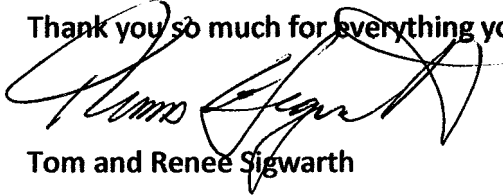
Dear Queen B Radio:

We would like to thank you for the public service announcements that you made for us in support of our Organ Donor Day on May 3, 2008.

Without a doubt the announcements raised the level of awareness in the community and were responsible for bringing people to the store to sign up to be life saving organ donors.

Queen B's community service minded support is such a great asset to Platteville and the entire community.

Thank you so much for everything you do.

A handwritten signature in black ink, appearing to read "Tom and Renee Sigwarth", is written over the printed name.

Tom and Renee Sigwarth
Owners
Dairy Queen
110 E. Bus. Hwy. 151
Platteville, WI 53818

April 10, 2008
Tri-State Homeschool Network
C/O Tom and Renee Sigwarth
910 Hillcrest Cir.
Platteville, WI 53818

Queen B Radio
51 Means DR.
Platteville, WI 53818

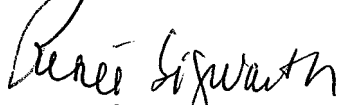
Dear Queen B Radio:

We would like to thank you for advertising the play we did this year, *Peter Pan*.

We would also like to thank you very much for allowing our seniors to come and be interviewed during "Mornings on Main", as part of our play promotion. The interview was great! It was a wonderful experience for our children. Many people who came to the play made positive comments about the interview. Some people told us that they heard about the play on the radio.

Thank you for your part in making a successful play for the young people of the Tri-State Homeschool Network.

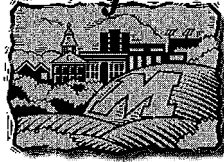
Thank you,

A handwritten signature in cursive script that reads "Renee Sigwarth". The signature is written in dark ink and is positioned above the printed name.

Tom and Renee Sigwarth

275 W. Business Hwy. 151
P.O. Box 16
Platteville, WI 53818-0016

Platteville Area Chamber of Commerce



Phone: 608-348-8888
Fax: 608-348-8890
<http://www.platteville.com>

May 27, 2008

Marlene H. Dortch, Secretary
Federal Communications Commission
Office of the Secretary
445 12th Street, SW
Washington, DC 20554

Re: Broadcast Localism (MB Docket 04-233)

Dear Ms. Dortch:

Please take this letter as documentation as to the relationship between the Platteville Area Chamber of Commerce and QueenB Radio of Wisconsin, our local radio station.

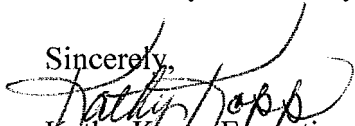
As the Executive Director of the Chamber, I am thrilled to report that the Platteville community has been experiencing a growth spurt over the past several years. We have seen a remarkable increase in the number of new startup businesses and expansions of existing businesses. Our membership has grown over 70% in the past 14 years, and we now have nearly 300 members. We are heavily involved in many projects that all enhance the quality of life that the citizens of southwest Wisconsin have come to enjoy.

QueenB Radio is very involved in the mission of the Chamber and, in fact, a member of their staff is on our Board of Directors and at all times at least one member of their staff is on each of our Chamber committees. They can always be counted on to issue PSA's and air programs that benefit the local community. Whenever there is an activity or event in this community, the radio station is always notified and they very generously promote these events and activities.

QueenB Radio is a true asset to, not only the Chamber of Commerce, but to the Platteville community, as a whole. They can always be counted on to help get the word out about cancellations, natural disasters, news worthy stories, calendar of events and special events. They always have a presence at ribbon cuttings and groundbreaking, and recently broadcasted the groundbreaking of our new Main Street Reconstruction project, live on the air. They are truly an asset and cornerstone of the Platteville community and surrounding areas.

Additional reporting is not necessary because the station is already responsive to the needs of my community. If I can be of assistance in any other way, please let me know.

Sincerely,


Kathy Kopp, Executive Director

MISSION STATEMENT:

The Platteville Area Chamber of Commerce serves its members and the community by actively supporting and promoting development and by leading efforts to improve and promote welfare and prosperity in the Platteville area.



Our Mission: To enhance community identity, heritage and pride through the revitalization, restoration and business development of downtown.

May 28, 2008

Ms. Jennifer Kasper
QueenB Radio Group
51 Means Drive
Platteville, Wisconsin 53818

Dear Ms. Kasper:

I want to thank you and your company for the services that you have provided to the Platteville Main Street Program over this past year. Though we have contracted with you for advertising services and have paid for that service, we recognize that your organization has generously extended to us extra air time, interview slots, and a competitive rate for our purchased advertising.

Specifically during this past year as the construction project on Main Street began, QueenB has given time each week during the Mornings on Main program for Main Street information - construction updates, business promotions, etc. Our plan for the rest of the summer is to continue these interviews and the "Main Street Mike" promotions that are currently running on WPVL. I am looking forward to the live remote broadcast planned for the Main Event Celebration in August.

Thank you again for the fine service you provide to our organization. As a non-profit organization dedicated to community renewal, we certainly rely on the support of the local media.

Sincerely,

Nancy Hammermeister
Executive Director - Platteville Main Street Program, Inc.

CHIEF
Bob Leighty

1ST ASSISTANT
Dave Wetter

2ND ASSISTANT
Dave Langkamp



3RD ASSISTANT
Dave Izzard

SECRETARY &
TREASURER
Dave Schmoekel

Platteville Volunteer Fire Department

May 29, 2008

To Whom It May Concern

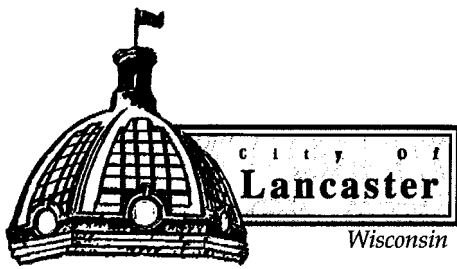
Ladies and Gentlemen:

The members of the Platteville Volunteer Fire Department would like to acknowledge Queen B Radio and WPVL for continued support by providing public service announcements at no cost to the volunteers.

Most recently the public announcements on WPVL contributed to the success of our pancake breakfast to raise funds for the purchase of new equipment.

Sincerely,

Dave Schmoekel
Secretary and Treasurer



May 15, 2008

Dear Rick,

I would like to take a minute to let you know how I have been pleasantly surprised by how well QueenB Radio and especially WGLR, have continued to serve the Lancaster area over the years since you consolidated with Platteville. I have to admit that I, along with other community members, was concerned when I heard that you were moving the WGLR on-air studio to Platteville. Our concerns were unfounded. In fact I feel that if anything, coverage and exposure of Lancaster and the surrounding area on your stations has seemed to get even better.

WGLR and other stations in your group seem to broadcast live from every major event that happens in Lancaster. From the annual Home and Garden Show and High School sports events, to The Night on the Square and local City meetings, QueenB Radio is usually there. And the weekly "Buzz on the Square" from a local coffee shop gives Lancaster businesses and non-profit groups a live local "mouthpiece" for their sales and events.

All in all, QueenB Radio and WGLR do a great job serving Lancaster. We are happy to have such committed media covering our community, and we believe that such coverage is vital to the economic strength of the area.

Sincerely,

A handwritten signature in cursive script, reading "Jerry Wehrle".

Jerry Wehrle
Mayor, City of Lancaster



Marge Sherwin, President
Grant Regional Health Center Auxiliary
207 S. Monroe St.
Lancaster, WI 53813

Dear QueenB Radio Friends,

Serving as president of the Grant Regional Health Center Auxiliary for the second time in fifteen years I feel I can address the need for a good public relationship with the media, namely QueenB Radio.

Our many fundraising projects such as the annual tour of homes, love light program and monthly blood drives, to name a few, have had excellent coverage thanks to QueenB/WGLR and their for ability to 'get the word out'. Without their excellent broadcasting I am certain that our projects would definitely be less successful.

Thank you QueenB Radio of Wisconsin and WGLR for all you do.

Sincerely,

Marge Sherwin
President
Grant Regional Health Center Auxiliary

206 S. Madison St.
P.O. Box 292
Lancaster, WI 53813

Lancaster Area **CHAMBER OF COMMERCE**

Website: www.lancasterwisconsin.com • E-mail: chamber@lancasterwisconsin.com

Toll Free: (866) 876-2665
Office: (608) 723-2820
Fax: (608) 723-7409

Marge Sherwin, Executive Director
Lancaster Area Chamber of Commerce
206 S. Madison St.
P.O. Box 292
Lancaster, WI 53813-0292

Dear QueenB Radio Friends,

As the director for the Lancaster Area Chamber of Commerce I have been able to experience a wonderful working relationship with QueenB Radio and WGLR.

Rick Sanson serves on our Board of Directors and has proven himself time and again to be the 'life preserver' we can all hang on to, his positive perspective in contagious and his professionalism in consistent. Rick also donates his time to be an announcer for our annual Harvest Festival Parade.


Whenever we have an event, be it Night on the Square, the City Wide Garage Sale, Buzz on the Square, Opening Day Sales, Harvest Festival Parade or any other exciting thing happening in the Lancaster Area, QueenB/WGLR can always be found. Listening to their broadcasting it is evident that the people working for QueenB enjoy their job, in turn this spills over and helps our customer base to grow.

For years WGLR has been a co-sponsor with the chamber for our city wide garage sales. A special thank you to Mary Wackershauser in the Lancaster office for all she does.

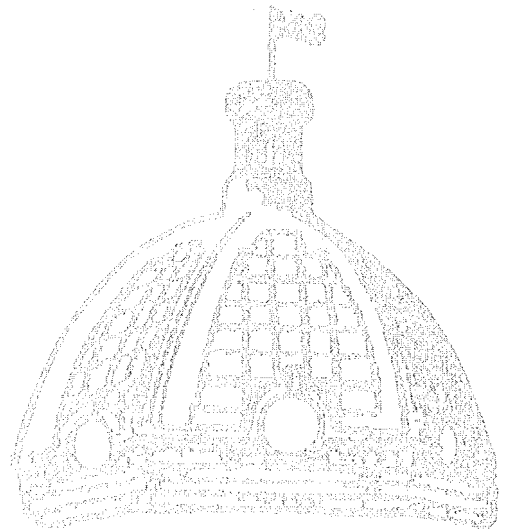
One of the special things WGLR provides is having live remotes, remembering WGLR and its incorporation on West Elm Street back in the 70's to the new offices in Platteville, all I can say is 'You've come a long way'!

Thank you QueenB Radio of Wisconsin for all you do.

Sincerely,



Marge Sherwin
Executive Director
Lancaster Area Chamber of Commerce



Lancaster... Where You Belong!

Bob Middendorf, Farm Director
QueenB Radio
51 Means Drive
Platteville, WI 53818

Bob,

On behalf of the Dairy Producers of Grant County and the Tri-States area, the Ag Community in general, thank you for your efforts to educate and keep the Ag Community up-to-date with the daily market reports, weather, 4-H & Extension calendar & activities, and agriculture news.

All of us take it for granted that the first voice we hear in the morning as we start our day or do our morning chores will be yours on the morning show on the AM stations and WGLR-FM. Whether it's reminding the 4-H members of the Dairy Judging Workout that evening or a special meeting for the alfalfa growers with Extension officials to show producers how to check on winter frost damage – we can say we heard it this morning on the radio.

Your coverage of educational seminars, annual events like the Farm Technology Days and World Dairy Expo bring interviews of what went on there to those who can't attend each day.

Agriculture in Grant County has an enormous economic impact on the area. Your information and education via the radio helps to keep all producers up-to-date. Another factor of your reports is the knowledge that the consumers and non-ag listeners gain when you give reports and do interviews.

A highlight of the month, is your interview with the Wisconsin Dairy Council representative from the Wisconsin Milk Marketing Board. She is able to give recipe tips and dairy product knowledge to the listening audience and let the public know about upcoming area events. Again, she is part of your Food For Thought program on the WPVL station and then visits on the WGLR station.

Thank you Bob and QueenB Radio for all you do to educate and inform the ag community and the consumers through your efforts.

Sincerely,



Mary Wackershauser
District 22 Director, Lancaster
Wisconsin Milk Marketing Board

GRANT COUNTY CENTER ON AGING

"Your Aging & Information Resource Center"

Friday, May 23, 2008

To whom it may concern,

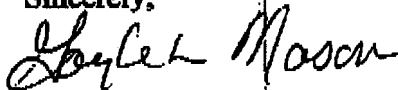
We are fortunate to have a small market radio network in Grant County. The support of WGLR and its sister stations have contributed to the success of many of our vital programs offered in Grant County.

Many of our seniors listen to WGLR for vital weather related closures, road conditions, agency news and information.

WGLR staff contributed personal as well as air time to promote Elderfest, The Medicare Minute, The Alzheimer's Memory Walk and other educational programs offered by the Center on Aging.

We value their support and commitment to the Center on Aging.

Sincerely,



Gayle L. Mason

Saint Mark Community Center



1201 Locust Street
Dubuque, Iowa 52001-4709
FAX 563-582-0220
E-mail smccdbq@yahoo.com
Website smccdbq.org

SMCC Office	582-6211 Ext 100
Development	582-6211 Ext 108
THINK Together	582-5655 Ext 103
Kids Connection	582-5655 Ext 104
Marketing	582-5655 Ext 102

To Whom It May Concern,

Just wanted to acknowledge how very helpful the QueenB Radio Group has been to St. Mark's Community Center through the years. As you know, this year, we are celebrating working with kids and families in the downtown neighborhood for the last 20 years.

For at least the last five years, I have enjoyed a relationship with Liz Picker from your radio station who has seen to it that St. Mark's, a 501 C 3 organization, get some free PSAs. All I have to do is call, tell her what is going on and she takes care of getting the permission at your end.

We have been privileged to work with your station on the **Jingle Bell Hop** (a family oriented holiday party for about 600 kids) each year as well as the **Apples for Students** program where we collect funds yearly from people in town to purchase school supplies for about 1,200 needy students.

Your station is very **community minded** and you look for ways to help us who are helping other people. We truly appreciate all that you do for us and hope that we can continue to work together for the kids in Dubuque. Thank you for all your help!

Sincerely,

A handwritten signature in cursive script that reads "Sr. Inez".

Sister Inez

Executive Director – Sr. Inez Turnmeyer, OSF
Trustees: Michelle Covey • Mark Ehlers • Doug Fisher • Nikki Kiefer
Patti Lachecki • Dick Landis • Jim Matheos • Trish McDonald • Angela Petsche
Janet Quick • Kim Roddick • Mike Sisler • Chris Theisen



May 23, 2008

Dear Dick,

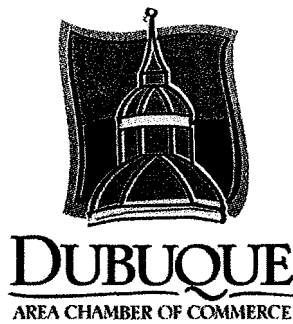
Now that the May Community-Wide Garage Sale is behind us, I'd like to thank you and Queen B Radio for once again partnering with us on this worthwhile event, which you so graciously donate air time (recorded promos, live on-air plugs, and a live remote) to promote. Without this publicity we would not be able to generate the large number of participants—those hosting sales and those shopping. By partnering with you we were once again able to offer this community service at no cost to participants, providing them with free publicity of registered sales, free sales kits, and free, user-friendly shopper guides to drive business into the sale locations.

We're also looking forward to partnering with you on the promotion of the upcoming Dupaco/Queen B Discount night at the Grand County Speedway in Lancaster this summer, which will provide area residents the opportunity to enjoy some affordable family fun.

Again, thank you for your continued support of Dupaco's community events and initiatives in southwest Wisconsin. You are a true community player and a pleasure to work alongside!

Best regards,

Joe Hearn
Executive Vice President of Marketing
Dupaco Community Credit Union



To Whom It May Concern:

This letter is to inform you about the excellent business practices and community involvement and support of a local Chamber member business, Queen B Radio. Queen B Radio is not only a friend and long-standing member of the Dubuque Area Chamber of Commerce, but they are excellent corporate and community citizens. Their support and involvement in our community cannot be underestimated and their exemplary customer service as well as the host of services they provide is an asset to our Chamber. From the daily-aired "Chamber Spotlight" to their participation in countless committees and projects such as the Membership Awareness and Retention Committee, to attendance of our monthly networking events, Queen B Radio leads and mentors other members by example.

As a membership organization, members are obviously imperative to fulfilling our goals and mission. Queen B Radio is a member that understands the importance of working together, doing together, and accomplishing together, what we cannot do alone. It is because of members like Queen B Radio that we are able to ensure a successful business environment for our community today and in the future. We are fortunate to have Queen B Radio as a business in our community.

Please feel free to call me to discuss Queen B Radio and their stellar relationship with Dubuque and our Chamber.

Sincerely,

**Molly Grover, President
Dubuque Area Chamber of Commerce**